



EMPOWERING
PEOPLE IN RETAIL.

ONE
POWERFUL
INITIATIVE AT
A TIME.

ABOUT TRRAIN

Founded in 2011 by Mr. B. S. Nagesh, Trust for Retailers & Retail Associates of India (TRRAIN) is a public charitable trust, which works towards empowering people in retail. The organisation is dedicated to bringing about a lasting change in the lives of people in retail both at work and at home.

Mission

We are committed to upgrading the lives of people in retail, both at work and at home. We are the catalysts who create sustainable platforms through thought leadership, backed by a not-for-profit objective.

OUR DREAM

Retail Employees' Day:

To have 10 million employees celebrate Retail Employees' Day.

TRRAIN Retail Awards:

To honour retail associates for their service throughout the year.

Pankh:

To create livelihoods for 10,000+ Persons with Disabilities in retail every year.

TRRAIN Circle:

To impact 1 million retail employees and their families.



TRRAIN RETAIL AWARDS

TRRAIN Retail Awards recognizes and applauds the finest and most enduring customer service stories of retail associates at a national and global level.

HIGHLIGHTS & MILESTONES

1

Received more than 10,000+ stories from 120+ cities over 8 years.

Inspired by the TRRAIN Retail Awards, The World Department Store Forum launched an award to acknowledge the outstanding achievements of sales associates worldwide in 2015 & 2017.

2

3

In 2017, Mopic Awards in association with TRRAIN launched the 'Customer Service Excellence Award' to recognize the most inspiring customer service stories of sales associates globally.

RETAIL EMPLOYEES' DAY

A TRRAIN - RAI* Initiative, 12th December is globally celebrated as Retail Employees' Day (RED) to thank retail employees for their untiring efforts through the year.

Milestones

- 5 million retail associates have celebrated RED across India, UAE & Turkey so far
- 700+ brands & 60+ malls celebrate RED in India

Highlights

- One day of celebration boosts employee morale
- One of the top 3 calendar events in the retail industry



*RAI stands for "Retailers Association of India"

PANKH

Pankh - Wings of Destiny, seeks to create sustainable livelihoods for Persons with Disabilities (PwDs) in the retail industry. The program works with NGO partners at regional levels and conducts its training through them. The 45-60 day training program provides the complete spectrum of retail specific skills in an interactive format with focus on three key areas - Life Skills, English Language Skills and Retail Specific Skills.

After the 45 day classroom training sessions, the students get on the job training for 10-15 days across various retail formats. On the completion of the training program, retail organizations are invited to evaluate the PwD youths for placements.

HIGHLIGHTS & MILESTONES

Created livelihoods for more than 11,500 Persons with Disabilities.

1

2

42 centers pan India.

Over 150 retailers recruit PwDs trained by Pankh.

3

Impact of Pankh on PwDs & retailers:

- Research shows PwDs have a lower attrition rate which leads to savings
- PwDs have 7% higher productivity rates than non-disabled employees
- Our trainees saw a 3x increase in their average salaries after their Pankh training
- 52% candidates witnessed an increase in their Socio-Economic Class (SEC)
- 11% of our trainees shifted from a kuccha house to a pucca house
- Retailers witnessed 17% annual savings as a fraction of average salary for employing PwDs



Post training, students get Government of India's Ministry of Skill Development & Entrepreneurship's National Skill Development Corporation's (NSDC) certification through the Retailers Association's Skill Council of India (RASCI)



RUN FOR RETAIL

TRRAIN, in its endeavour to raise funds for livelihood creation, participates in the Tata Mumbai Marathon every year.

Highlights

350 runners including individual runners, Pankh alumni & students, employees of corporates like K Raheja Corp and Shoppers Stop supported Run for Retail at the Tata Mumbai Marathon 2019.

RETAIL INCLUSION SUMMIT

Retail Inclusion Summit is a platform for driving inclusion at the workplace in retail. The event aims to create awareness, sensitize employers about issues related to Persons with Disabilities and women, and create a real, inclusive and accessible work environment.

TrainHer

TrainHer aims to create sustainable livelihoods for underprivileged women in retail. It has been created to train women, provide them employment opportunities in the retail industry and help them become financially independent.

PARTNERSHIPS

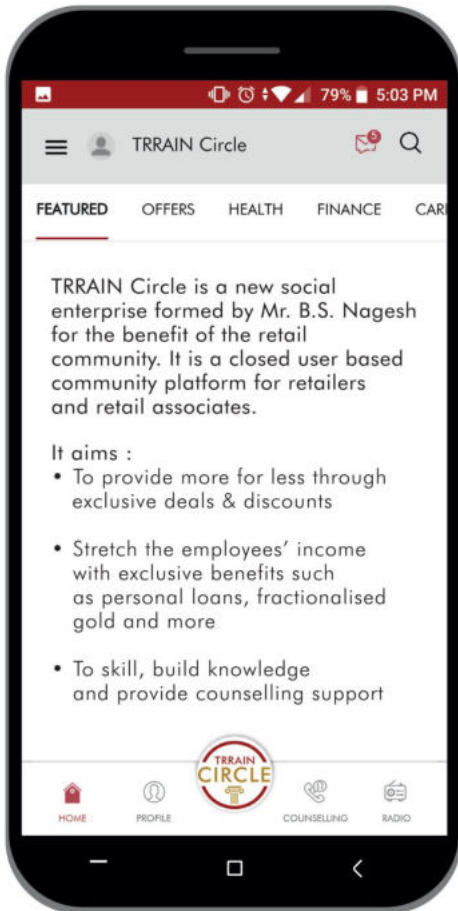
SelectHER

SelectHER is a demand-driven corporate initiative by TRRAIN, Sattva Consulting, and Global Development Incubator to skill and empower underprivileged women for careers in lifestyle and fashion retail in India.

Disha

TRRAIN has partnered with the United Nations Development Plan (UNDP) as its skill development partner for Project Disha to train, assess, certify and place women in the retail sector by creating employment opportunities for them.

TRRAIN CIRCLE - #FriendHoTohAisa



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