



**PROGRAM  
IMPACT  
REPORT**

**'25**



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# EXECUTIVE SUMMARY

The Indian retail sector is one of the largest employers in the country, engaging over 56 million people across organized and unorganized formats. It accounts for nearly 8% of India's total workforce, making it one of the top employment generators in the country. With increasing consumption, rapid urbanization, and the growth of e-commerce, the sector is poised for significant expansion. According to the NASSCOM–Technopak “Retail 4.0” report (2021), the industry could generate an additional 25 million jobs by 2030.

Yet, this promising landscape is marred by two persistent and interconnected challenges: a mismatch between demand and supply of skilled, diverse talent, and extremely high attrition rates—particularly in frontline roles—estimated between 57% to 71% annually. These issues stem from deeper systemic barriers such as a lack of inclusivity, limited access to quality skilling, and minimal career progression opportunities for underserved communities.

Two of the most excluded groups from formal employment in India are Persons with Disabilities (PwDs) and underprivileged young women. According to the National Family Health Survey (NFHS-5, 2019–21), 4.52% of India's population—around 63.3 million people—live with some form of disability. However, by global standards, this number could be as high as 200 million. Due to widespread stigma and lack of access to skills and opportunities, most remain unemployed or underemployed.

Similarly, women—despite making up nearly half the population—have a workforce participation rate of just 25.5% (Census 2011). Factors like gender discrimination, limited mobility, safety concerns, and domestic responsibilities continue to restrict their economic inclusion.

To address these inequities, TRRAIN (Trust for Retailers and Retail Associates of India) has pioneered two flagship initiatives:

- ➔ TRRAIN PANKH (launched in 2011): Aims to empower PwDs by providing retail-specific training and job placements, enabling them to become independent and valued members of the workforce.
- ➔ TRRAINHer Ascent (launched in 2018): Focuses on equipping underprivileged young women with life skills and retail training, helping them gain employment and contribute meaningfully to their families and the economy.

Both programs are designed to not only bridge the talent gap in retail but also promote dignity, inclusion, and long-term career pathways for those traditionally left behind. Women, in particular, bring empathy, resilience, and a strong understanding of customer needs—qualities essential for success in customer-facing roles. Their greater participation isn't just an inclusion goal—it's a business imperative.

This report evaluates Economic (Enhanced household incomes and financial independence), Social (Greater acceptance, inclusion, and reduced dependence) and Psychological (Increased self-worth, confidence, and future aspirations) impact of TRRAIN's programs—on individuals, families, communities, and the retail industry. It shows how inclusive employment is not just a moral obligation, but a strategic opportunity for India's retail sector as it looks to harness its demographic dividend and drive equitable progress in a digital future.

**This report was prepared by students of the Tata Institute of Social Sciences, Tujapur, under internship at TRRAIN.**

# KEY HIGHLIGHTS

## Macro

### Employers, Customers

Emerging inclusive hiring practices  
Changing customer attitudes toward employees with disabilities or from disadvantaged backgrounds

## Meso

### NGO Partners, Community

Stronger NGO-employer networks  
Greater acceptance of PwDs and women in public spaces and workplaces

## Micro

### Alumni, Families

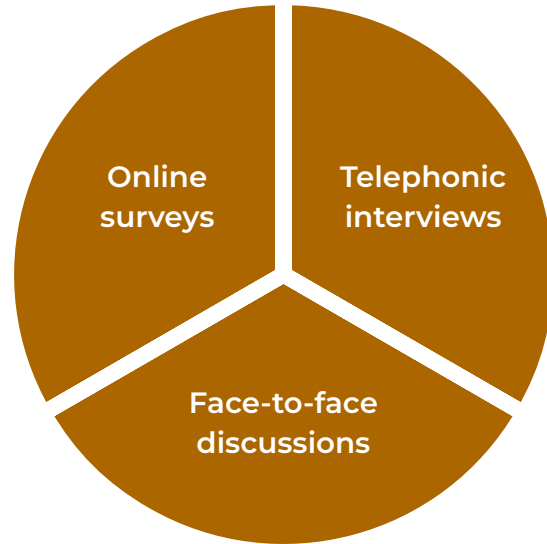
Increased financial stability for households  
Enhanced self-worth and motivation in participants

# KEY HIGHLIGHTS

## STAKEHOLDERS



## METHODS



Stakeholder Group	Program	Survey Responses Received	People Attempted to reach
Alumni	PANKH TRRAINHer Ascent	184 103	1128 761
Families	PANKH TRRAINHer Ascent	8 1	8 1
NGO Partners	PANKH TRRAINHer Ascent	12 7	12 7
Employers	PANKH & TRRAIN- Her Ascent	13	35

# PANKH

## KEY HIGHLIGHTS

### AT THE MICRO LEVEL (PwDs, PwD Families)

- **75% increase** in employment generation post-PANKH
- **2.5x (245%)** increase in average salaries
- **73%** of alumni reported a **net positive** in earnings
- Confidence levels **increased 3x**, while negative emotions dropped by 50%+
- **44%** of participants observed positive lifestyle changes
- **25.6%** of alumni upgraded from **kuccha to pucca** housing
- **15%** experienced urban migration post-training

### AT THE MESO LEVEL (NGO Partners)

- **100%** of partners observed increased brand awareness
- **100%** confirmed expanded geographical outreach
- Strengthened capacities and enhanced visibility for implementing NGOs

### AT THE MACRO LEVEL (Retailers and Customers)

- **66.7%** of employers identified customer service as the most valuable skill gained
- **69.2%** of employers faced no challenges integrating PwD candidates
- **92.3%** of employers are satisfied with support from the TRRAIN team
- **92.3%** expressed willingness to hire again

# TRRAINHER ASCENT KEY HIGHLIGHTS

## AT THE MICRO LEVEL (Young Women and Families)

- **70%** of alumni experienced a net positive in earnings
- Post-training, confidence levels **increased nearly 13x**, indicating a strong sense of empowerment

## AT THE MESO LEVEL (NGO Partners)

- **100%** of partners observed significant brand awareness improvement
- **100%** reported enhanced outreach and visibility

## AT THE MACRO LEVEL (Retailers and Customers)

- Similar to PANKH, employers appreciated the initiative, with **high satisfaction and repeat hiring intent**
- **Customer service** continues to be the most recognized skill by employers
- Positive brand image enhancement and smoother team integration reported

Both PANKH and TRRAINHer Ascent programs have led to profound qualitative shifts in the lives of participants, going beyond employment to foster dignity, confidence, and inclusion. Participants reported feeling more self-assured, motivated, and emotionally resilient, with a noticeable improvement in their ability to communicate, make decisions, and engage in the workplace. These changes also reflected in their personal lives, with many adopting healthier routines, improving their living conditions, and becoming role models within their families and communities.

The programs helped challenge social stigma and traditional barriers, enabling the impacted youth to navigate life with a renewed sense of purpose and belonging.

# CONTEXT FOR ASSESSMENT

The primary objective of this assessment is to holistically review the impact of the PANKH and TRRAINHer Ascent initiatives — not only on the lives of People with Disabilities (PwDs) and women trainees, but also on the wider ecosystem surrounding them – at the Meso and Macro levels.

This includes the percolating impact on their families, social networks, NGO partners, retail employers, and even end-customers. The study aimed to evaluate both economic and non-economic outcomes, encompassing livelihood enhancements, shifts in mindset, and levels of social inclusion.

To achieve this, a comprehensive evaluation framework was developed, capturing data from all relevant stakeholders. This included PwD and female trainees, their families, employers, and customers.

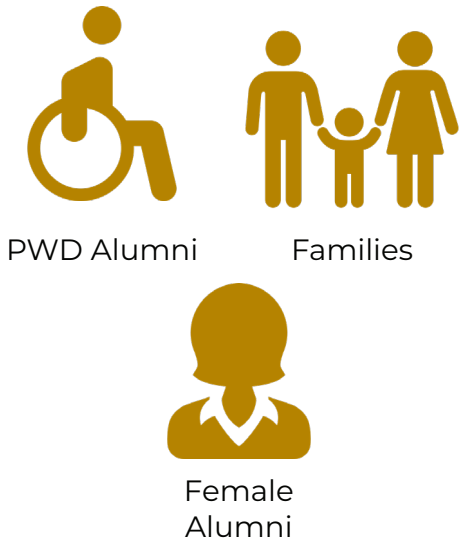
The framework combined quantitative metrics (such as income improvements, employment rates, and skill development) with qualitative insights (like changes in societal attitudes, confidence levels, and inclusivity in workplaces), ensuring a 360-degree view of the program's impact.

As the program scales up, a structured impact assessment is essential to:

- ➔ Understand how the training has improved employment opportunities and income levels for PwDs and female trainees.
- ➔ Evaluate lifestyle changes, personal growth, and inclusion in community, post-training.
- ➔ Examine the effectiveness of soft skills and retail-specific training modules.
- ➔ Gain feedback from stakeholders (trainees, families, training partners, and employers).
- ➔ Identify challenges and areas for improvement to strengthen future training programs and curriculum.

# FRAMEWORK FOR ASSESSMENT

## Micro



- Economic
- Non Economic
- Socio Economic Classification
- Progression
- Quality of Life
- Family Income

## Meso



- Brand Awareness
- Visibility
- Support By TRRAIN

## Macro



- Skills Valued by Employer
- Brand Image
- Satisfaction Level
- Recommendation Level



and



# MICRO LEVEL



## INDICATORS



PWD Alumni

### **Economic Impact**

- Employment Generation
- Income Generation
- Family Income

### **Non-economic Impact**

- Self Confidence
- Mindset Shift
- Interpersonal Skills
- Teamwork
- Respect and Inclusion
- Socio-economic Classification



Female Alumni

### **Progression Impact**

- Social Network
- Change in Housing Conditions
- Change in Area of Residence
- Skill Development

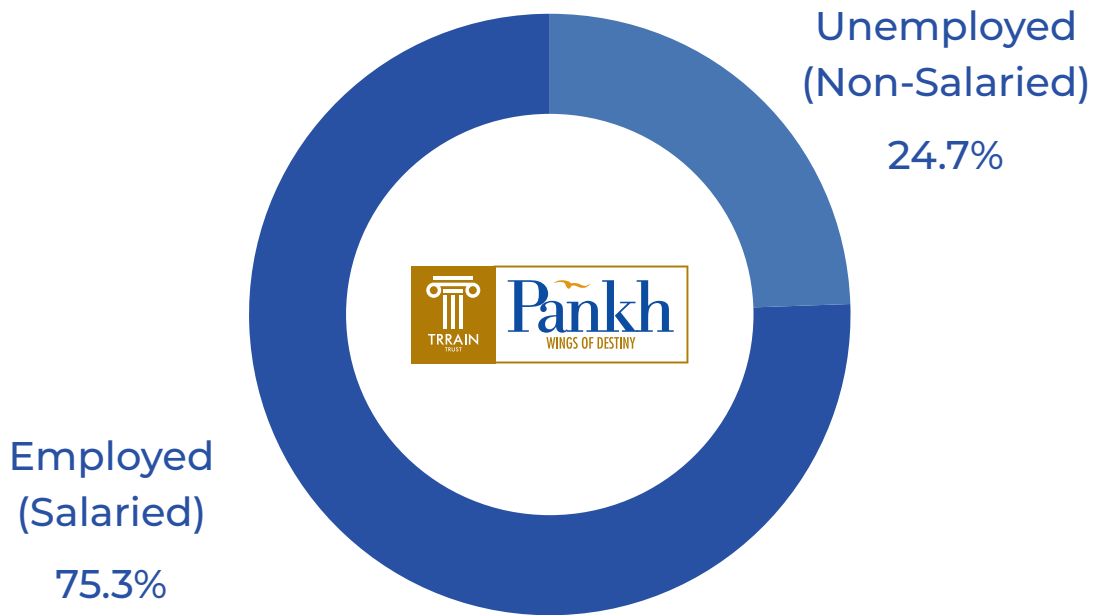


Families

### **Quality of Life**

- Lifestyle and Well Being
- Spending Pattern
- Social Inclusion

# ECONOMIC IMPACT EMPLOYMENT GENERATION



Before PANKH

0%

of the participants were employed before the PANKH program.

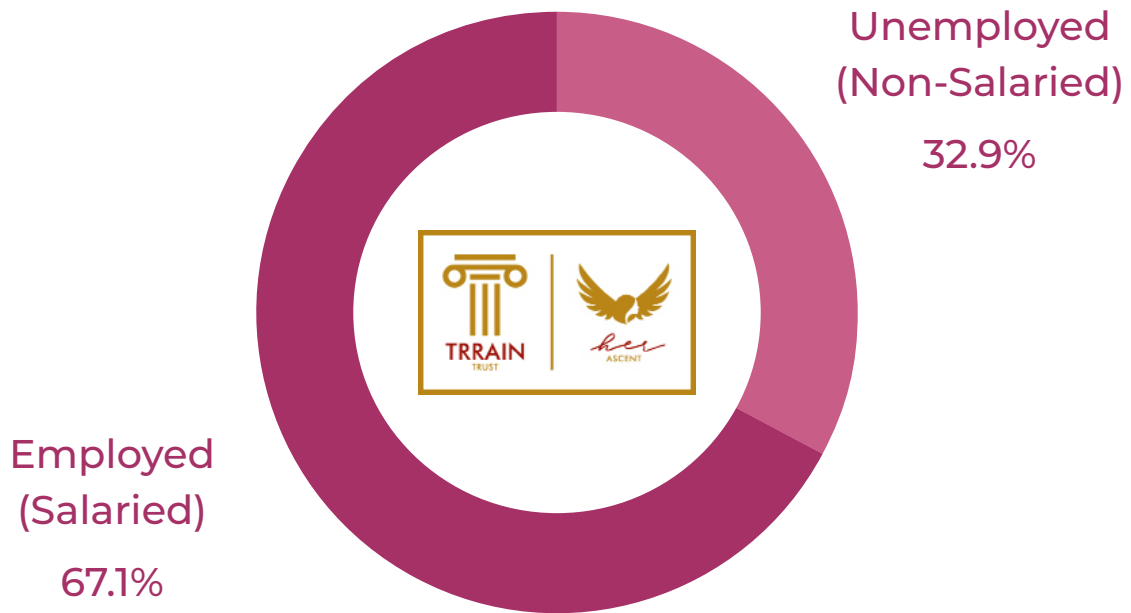
After PANKH

75.3%

of the respondents are now salaried.

With over 75% of the respondents now employed, the program demonstrates its effectiveness in addressing employability barriers among PwDs and helping them secure sustainable & dignified livelihoods. With these placements, many PwDs are now in a better position to support their families, manage personal expenses, and save for the future.

# ECONOMIC IMPACT EMPLOYMENT GENERATION



Before TRRAINHer Ascent

0%

of the participants were employed before the TRRAINHer Ascent program.

After TRRAINHer Ascent

67.1%

of the respondents are now salaried.

The data reflects a substantial improvement in employment status, driven by TRRAINHer Ascent's targeted skill development, employer linkage, and placement initiatives. The rate has increased by 67.1% as a direct result of the TRRAINHer Ascent training program.

# AVERAGE SALARY

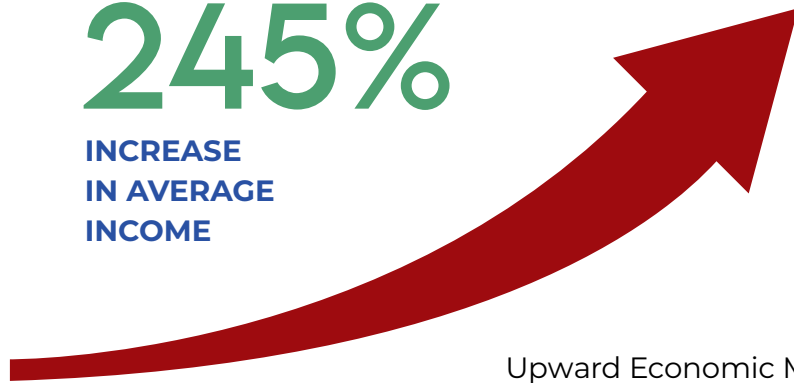


Post PANKH Training

₹ 10,500/-

245%

INCREASE IN AVERAGE INCOME



Upward Economic Mobility

₹ 4,292/-

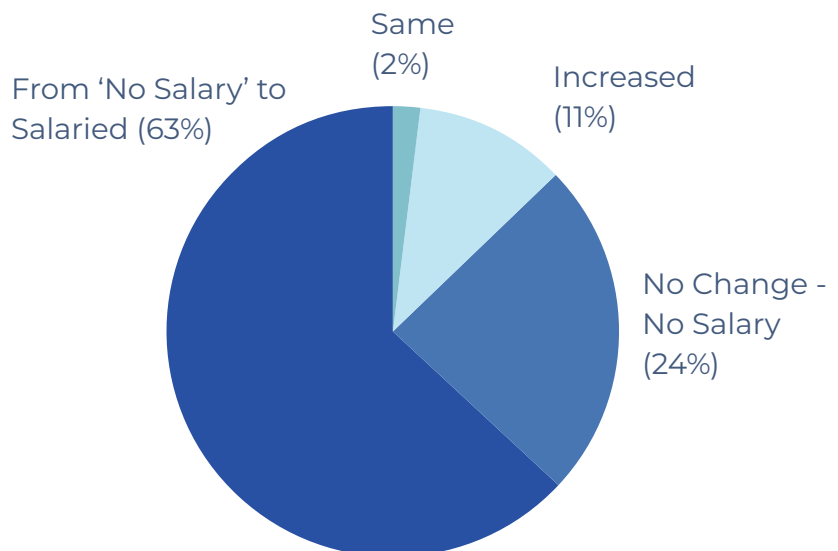
Pre PANKH Training

This sharp increase—from ₹4,292 to ₹10,500—marks a transition from irregular or subsistence-level incomes to structured, formal employment with sustainable & dependable wages.

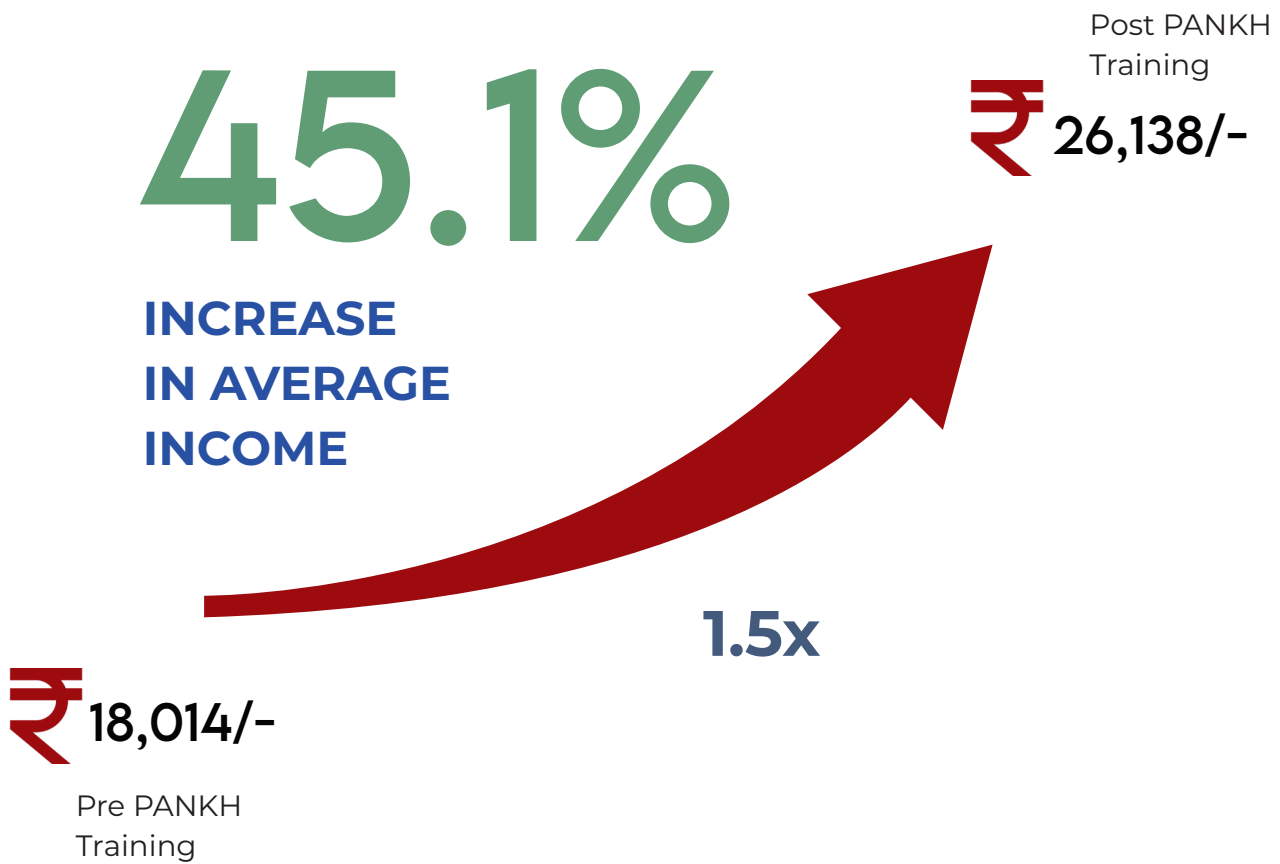
## IMPACT IN SALARY BRACKETS

11% of alumni have seen an increase in their salary, whereas 63% have started earning a salary.

Overall, 73% alumni have seen a net positive in their earnings.

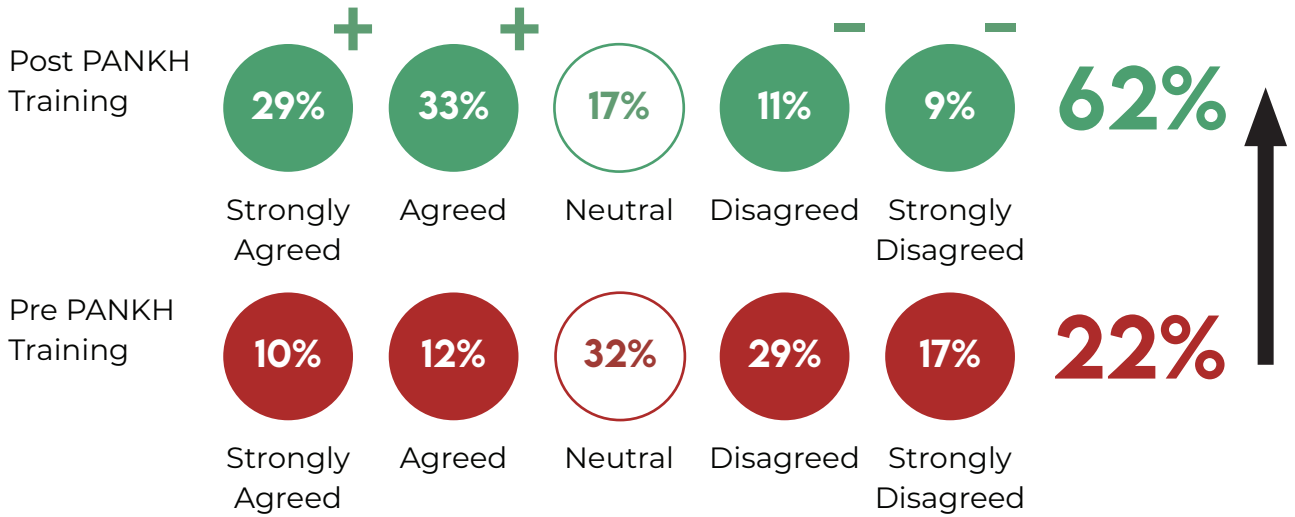


# AVERAGE FAMILY INCOME

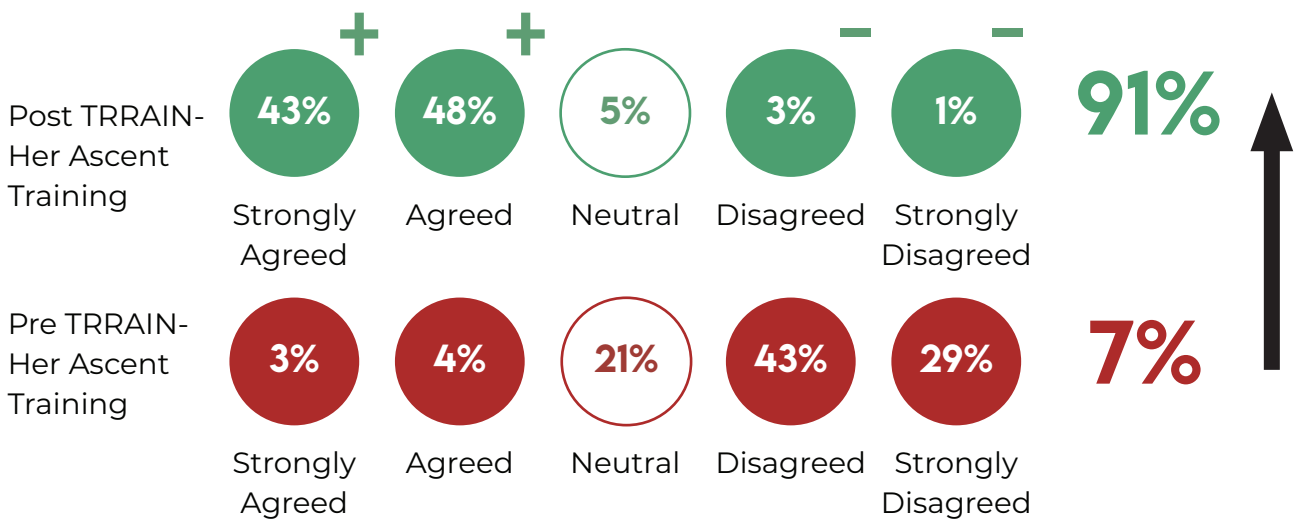


The average income rose by **45.1%** clearly demonstrating the economic impact of the PANKH program. Trainees have progressed from subsistence-level or unstable incomes to more structured and stable employments.

# NON-ECONOMIC IMPACT SELF-CONFIDENCE

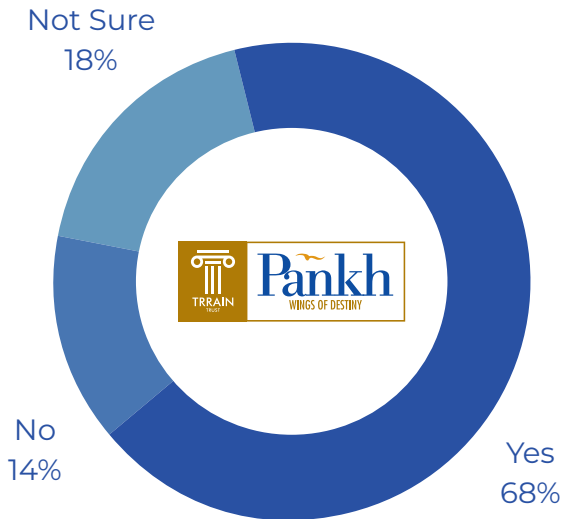


Post-training, confidence levels increased nearly **3x** while negativity dropped by over **50%**.



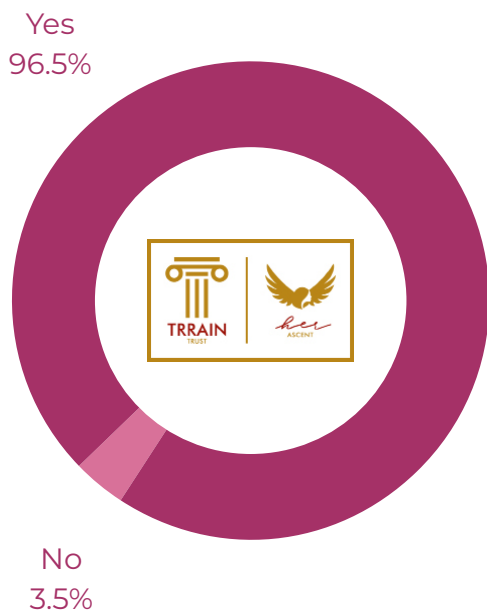
Post-training, confidence levels increased nearly **13%** while negativity dropped by over **68%**.

# MINDSET SHIFT TOWARDS BEING FINANCIALLY INDEPENDENT



# 68%

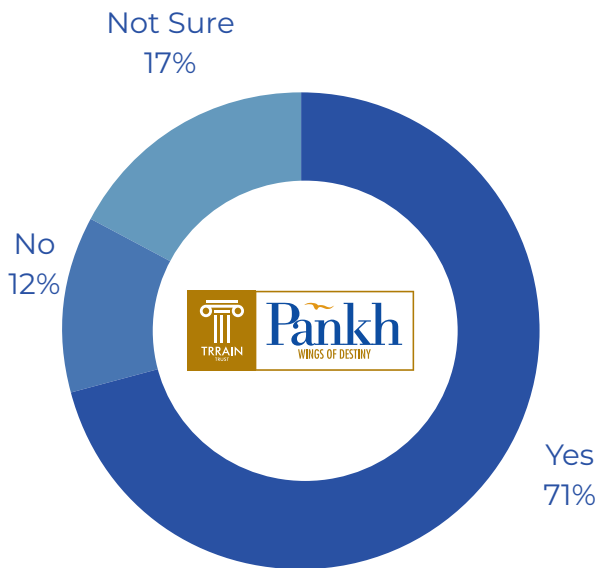
of the alumni felt that the training helped them change their mindset towards being financially independent. They now understand the importance of earning their own money and being responsible for themselves.



# 96.5%

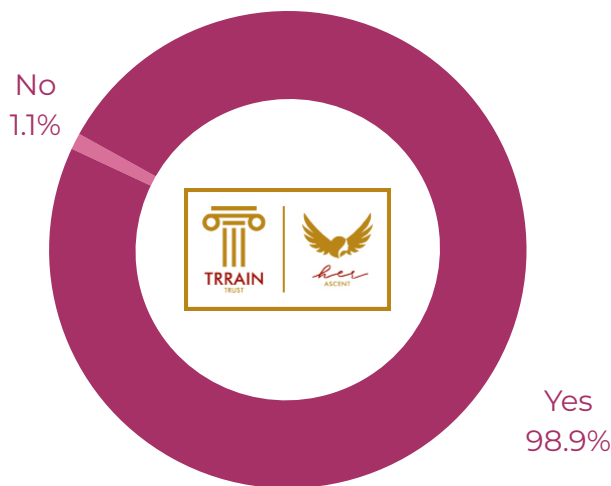
of the alumni felt that the training helped them change their mindset towards being financially independent. They now understand the importance of earning their own money and being responsible for themselves.

# INTERPERSONAL SKILLS



# 71%

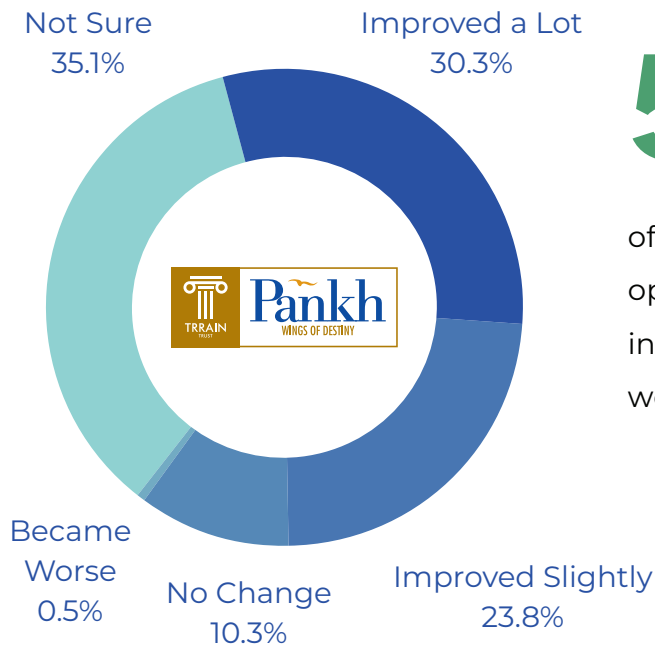
of the responses reflect a positive impact on interpersonal skills, validating that PANKH's soft skills training is effective. The participants learned to present themselves confidently — crucial for interviews, teamwork, and daily interactions.



# 98.9%

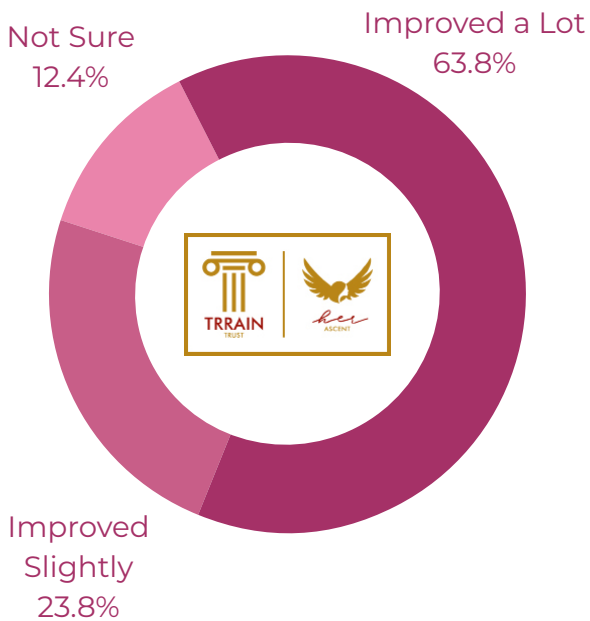
of the responses reflect a strong positive impact, validating that TRRAINHer Ascent's approach to soft skills training is effective. The participants not only gained the technical know-how for jobs, but also the confidence to express themselves— a trait crucial for interviews, teamwork, and daily interactions.

# TEAMWORK



**54.1%**

of the participants showed positive development in their collaboration skills, signaling PANKH's effectiveness in enhancing workplace readiness.



**87.6%**

of the participants showed positive change in collaborative behaviour. After the program, female trainees are able to work effectively in teams.

# RESPECT AND INCLUSION AT THE WORKPLACE

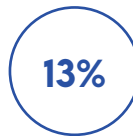
Post PANKH Training



Extremely Well Treated



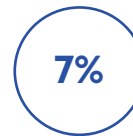
Well Treated



Neutral



Not Well Treated



Poorly Treated

**61.8%**

of the respondents felt well treated or extremely well treated. The high rate of positive treatment suggests improved workplace sensitivity and enhanced integration of trained candidates to the PANKH program.

Post TRRAINHer Ascent Training



Extremely Well Treated



Well Treated



Neutral



Not Well Treated

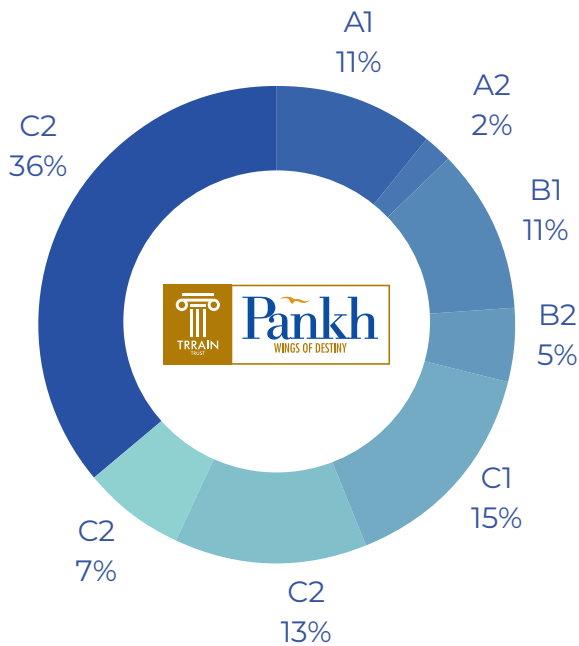


Poorly Treated

**93.7%**

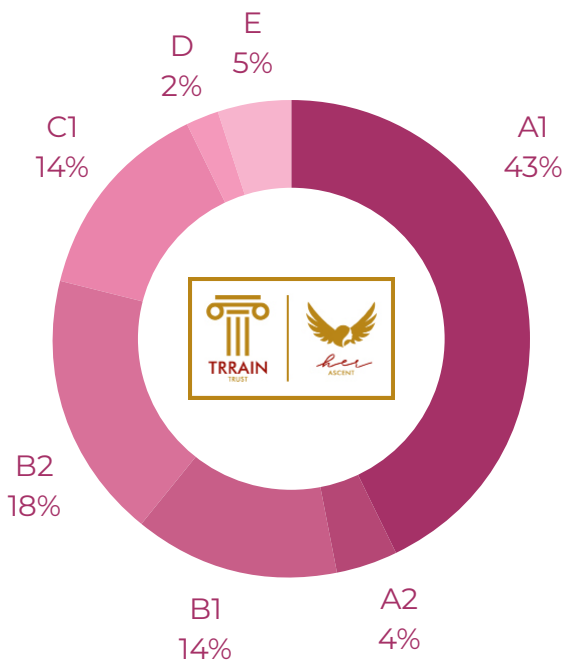
of the respondents felt well treated or extremely well treated. The high rate of positive treatment suggests improved workplace sensitivity and enhanced integration of trained candidates to the TRRAINHer Ascent program.

# SOCIO-ECONOMIC CLASSIFICATION



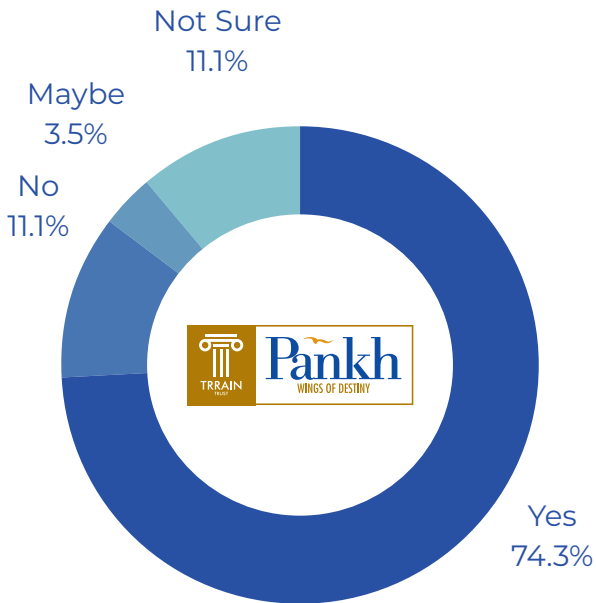
The data shows that post-PANKH training, about **a third** of the alumni self-reported being in the top (A & B) SEC categories, while another third in the mid-categories (C & D). The results affirm TRRAIN's vision of building an equitable and inclusive society by creating livelihoods for persons with disabilities.

It also highlights the fact that about **36%** are still in the lowest SEC Band (E), thus offering a huge opportunity for further impact.



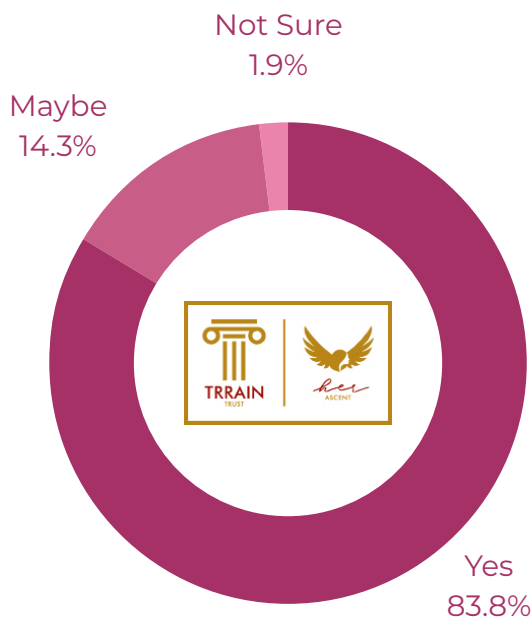
The TRRAINHer Ascent post-training SEC outcome shows **48%** alumni in the top-most (A) SEC category. This reflects a clear socio-economic upliftment among young women trained under the program. Low percentage of D & E categories (7% combined) suggests that most TRRAINHer Ascent alumni have moved up in SEC Status.

# PROGRESSION IMPACT SOCIAL NETWORK



# 74.3%

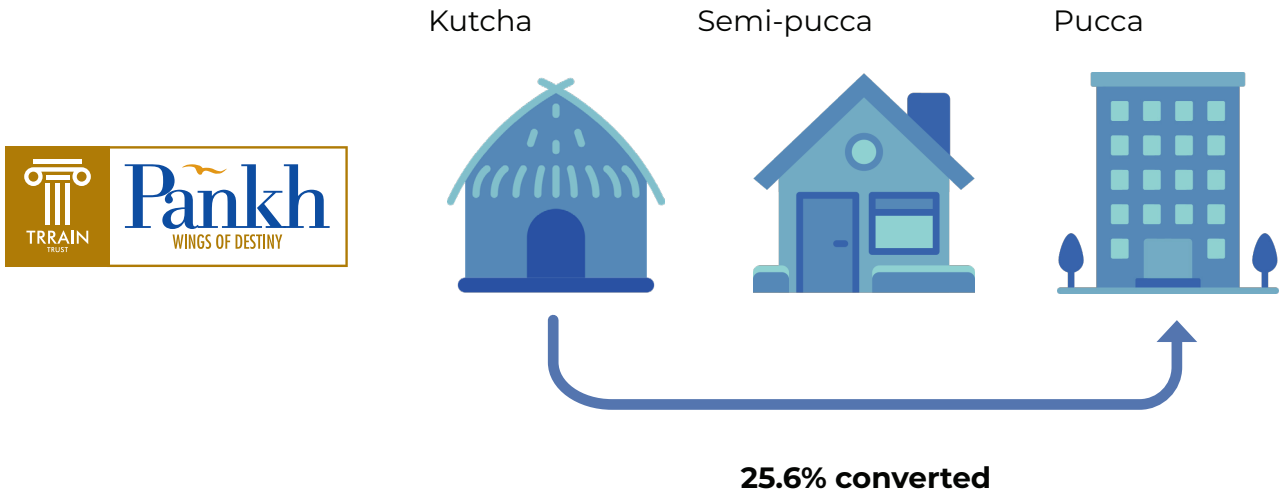
of the participants confirmed that they had made new friends through the PANKH program. Now, they feel more socially connected to each other and part of a support network. The PANKH program appears successful in creating a socially engaging and supportive environment where most participants feel connected & integrated.



# 83.8%

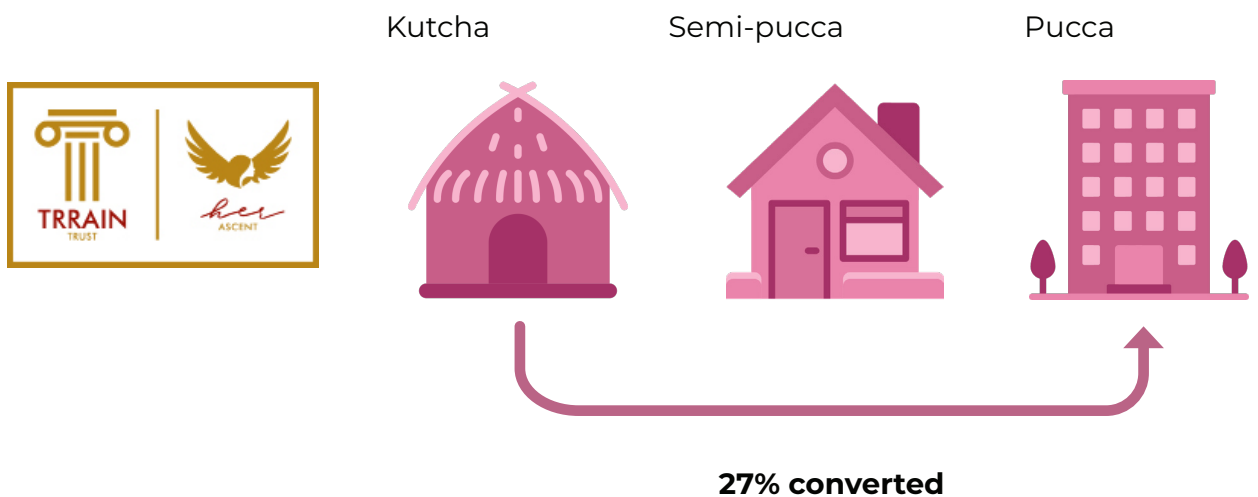
of the participants confirmed that they had made new friends through the TRRAINHer Ascent program. Now, they feel more socially connected to each other and part of a support network. The TRRAINHer Ascent program appears successful in creating a socially engaging and supportive environment where most participants feel connected & integrated.

# CHANGE IN HOUSE CONDITIONS



**25.6%**

of participants have seen improvement in their accommodation type from kutcha to semi-pucca or pucca houses.



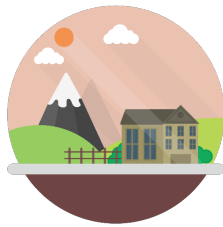
**27%**

of participants have seen improvement in their accommodation type from kutcha to semi-pucca or pucca houses.

# CHANGE IN AREA OF RESIDENCE



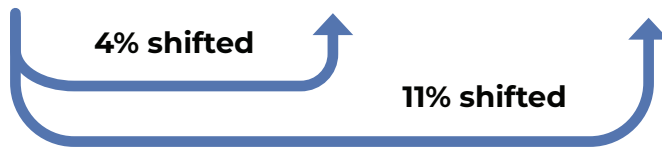
Rural



Urban (Slum)



Urban (Non-slum)

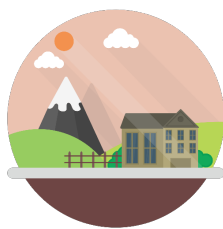


# 15%

of the rural participants experienced some form of urban migration after the PANKH training program.



Rural



Urban (Slum)



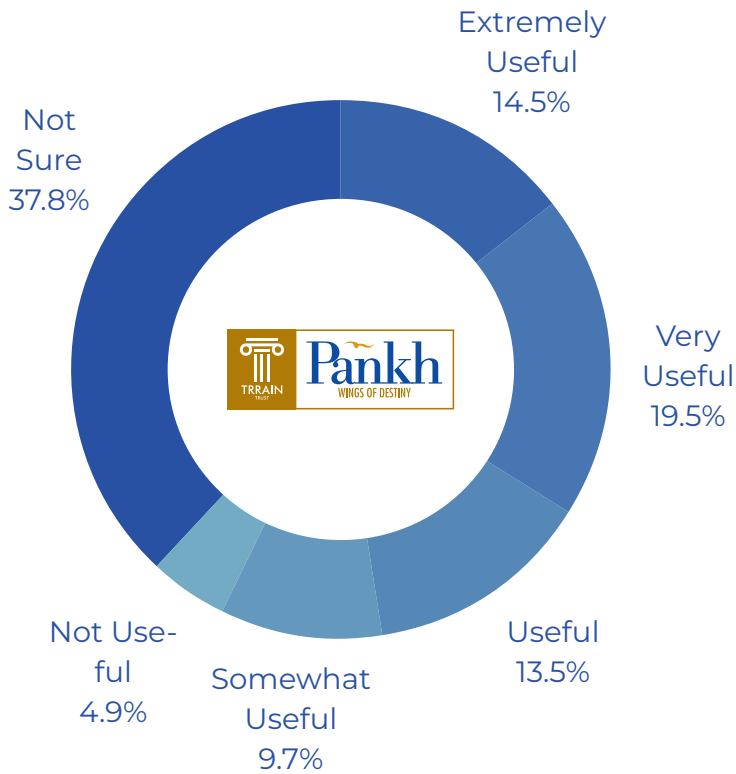
Urban (Non-slum)



# 44%

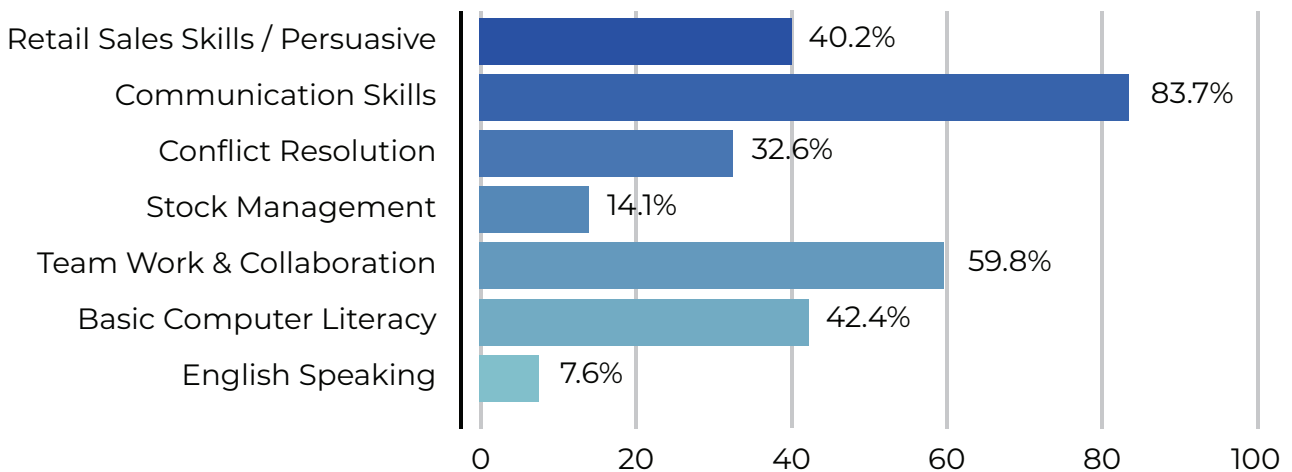
of the rural participants experienced some form of urban migration after the TTRAINHer Ascent training program.

# SKILL DEVELOPMENT



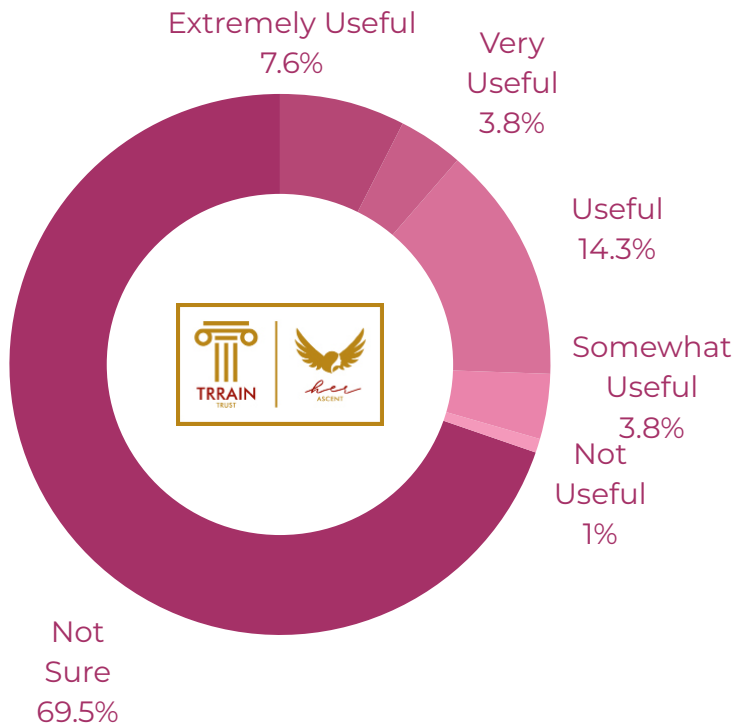
**57.2%**

of respondents found the training to be beneficial, with responses varying from “Extremely Useful” to “Somewhat Useful”.



Majority of the respondents have reported enhanced soft skills like communication, team work, and collaboration skills.

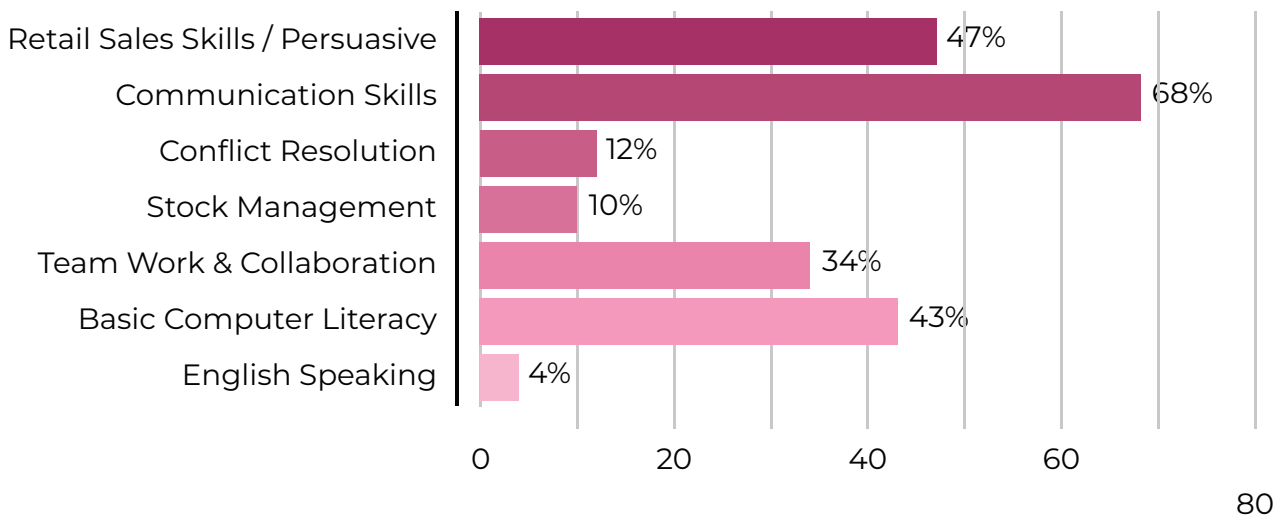
# SKILL DEVELOPMENT



**29.5%**

of respondents found the training beneficial to some degree, combining responses from “Extremely Useful” to “Somewhat Useful”.

They found the program pragmatic, relevant and useful.



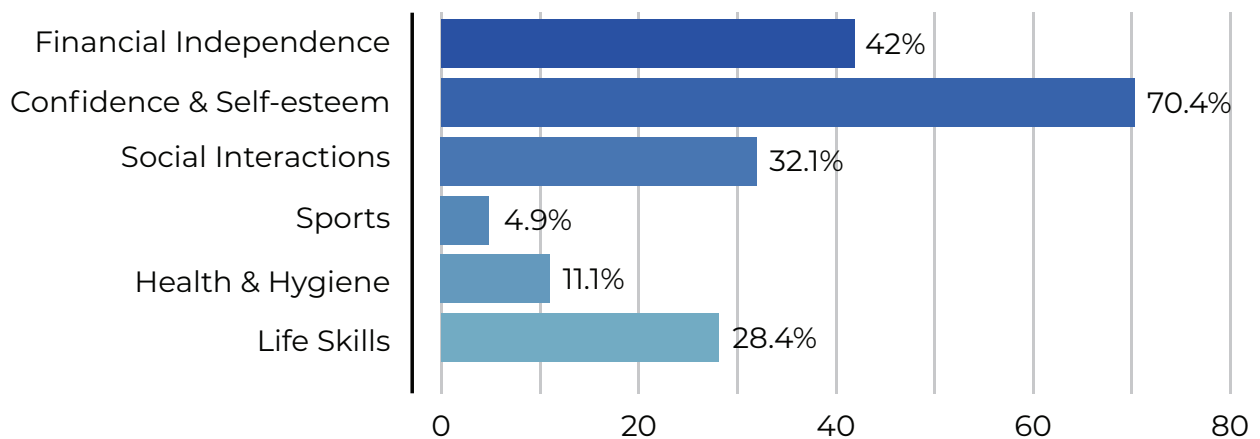
Majority of the respondents have reported to have enhanced their soft skills like communication, team work, & retail sales skills.

# QUALITY OF LIFE LIFESTYLE & WELL-BEING



**46.8%**

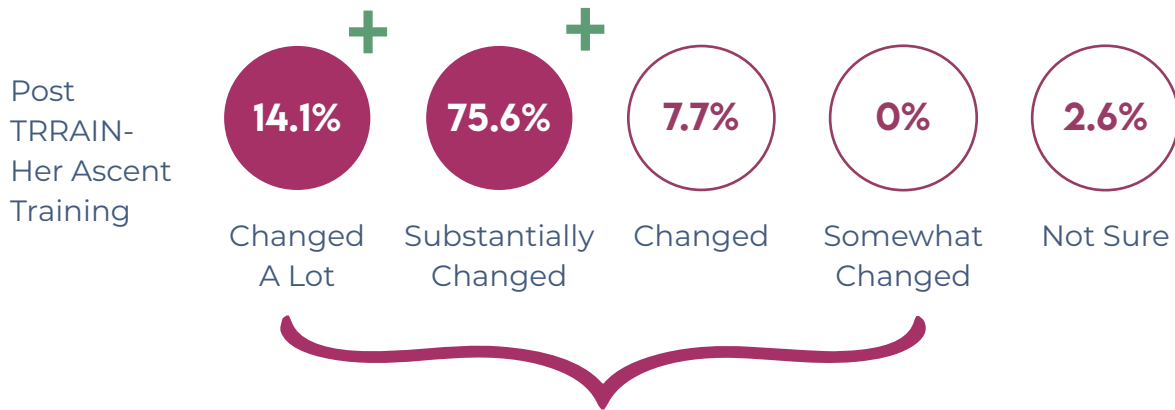
of the respondents experienced some level of positive lifestyle change from “Changed a lot” to “Somewhat changed”.



**70.4%**

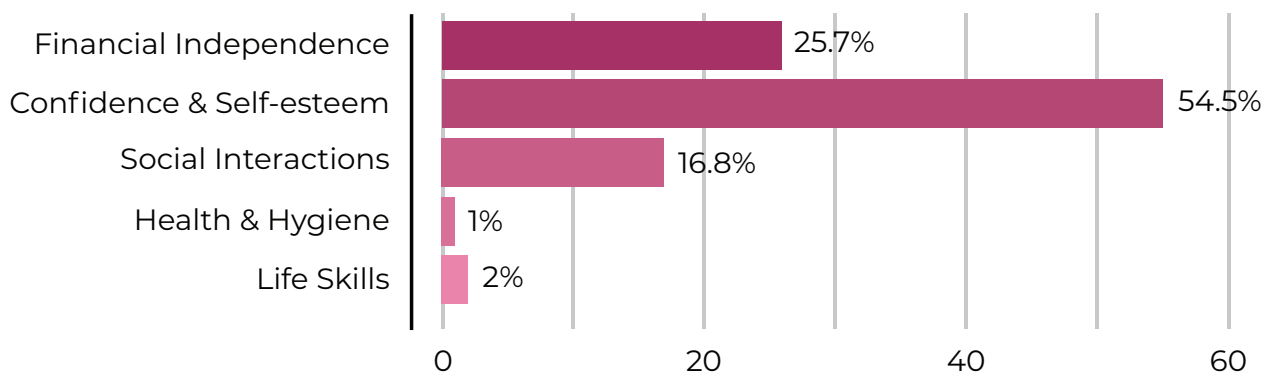
of the participants reported enhancements to their confidence & self-esteem, followed by financial independence (42%).

# QUALITY OF LIFE LIFESTYLE & WELL-BEING



**97.4%**

of the respondents experienced some level of positive lifestyle change from “Changed a lot” to “Somewhat changed”.

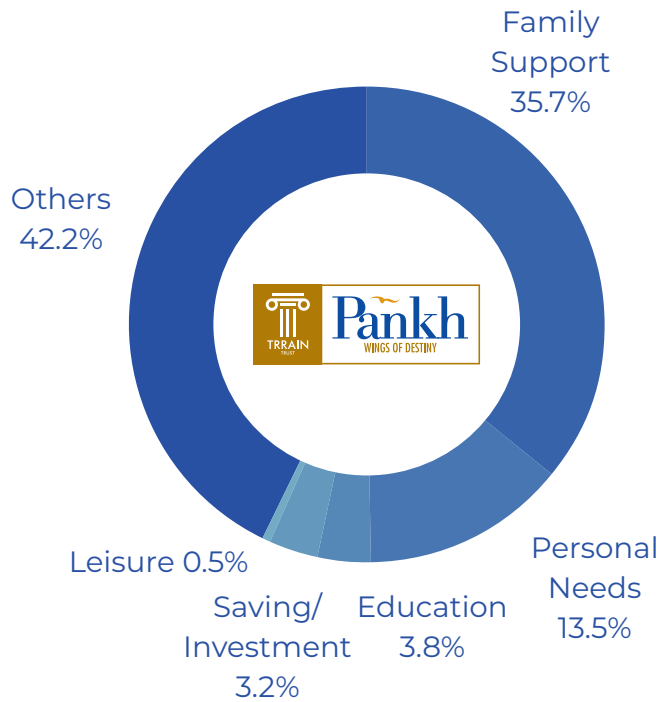


**54.5%** of the participants reported enhancements in their confidence & self-esteem, followed by financial independence (25.7%).

# SPENDING PATTERN

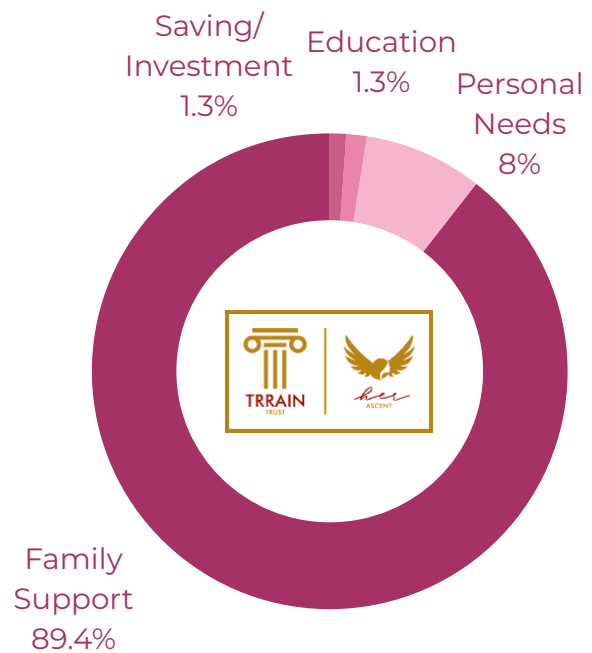
A significant portion **35.7%** use their income to support their family needs, showing a sense of responsibility & shared livelihood.

Only 3.8% reported spending on education. They are studying in open universities and preparing for government exams for financial security and economic stability.



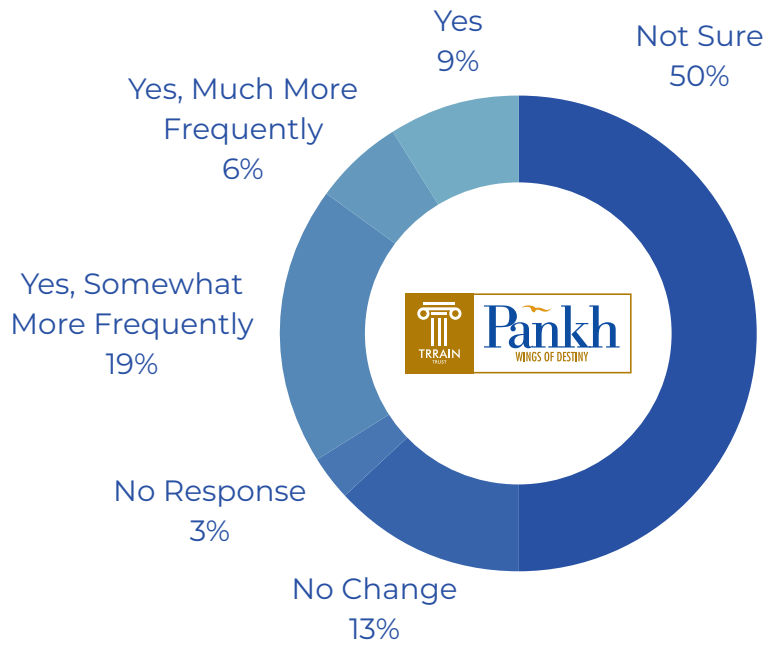
A significant portion **89.4%** use their income to support their family needs, showing a sense of responsibility & shared livelihood.

Only 1.3% reported spending on education as well as savings & investment.

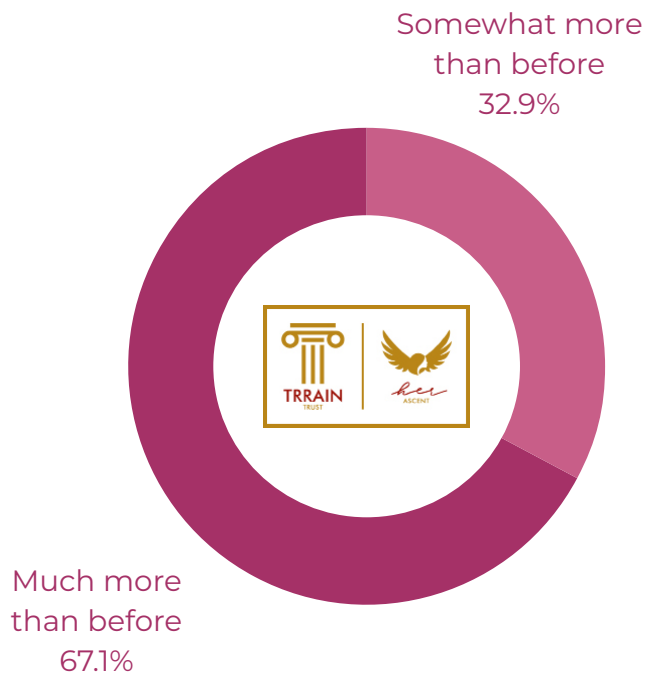


# SOCIAL INCLUSION

Around **34%** reported attending events more frequently after the training, are being respected and are able to participate in events effectively and productively.



**100%** (combined) reported attending events more frequently after the training, are being respected and are able to participate in the events effectively and productively.





and



# MESO LEVEL

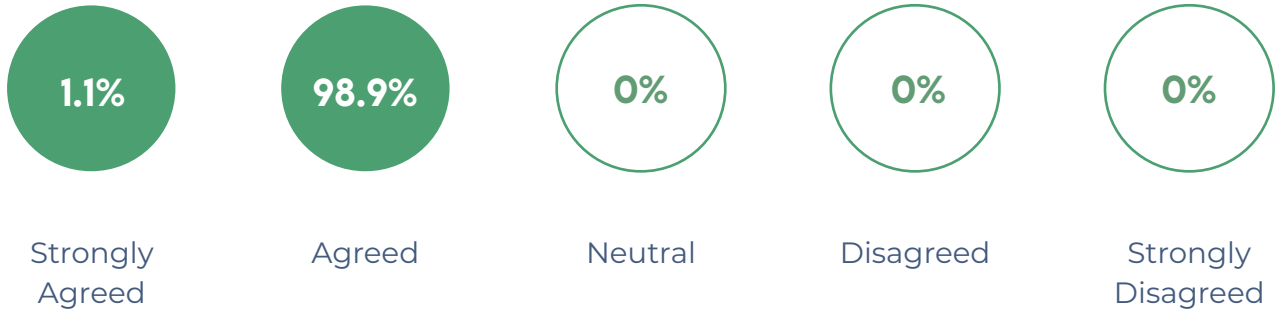


NGOs/Training  
Centres

## INDICATORS

Brand Awareness  
Visibility  
Support By TRRAIN

# BRAND AWARENESS

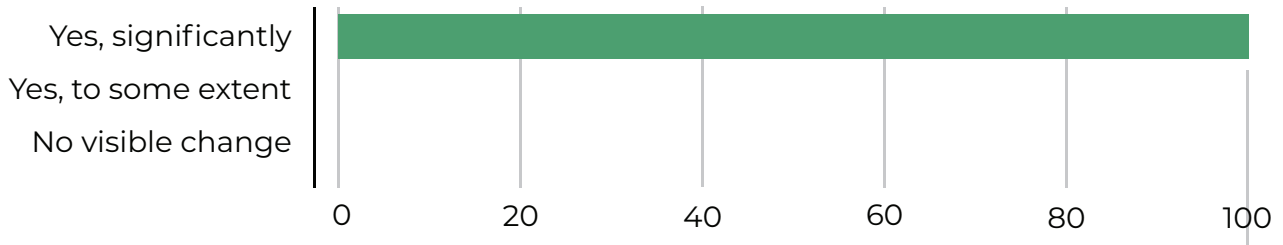


**100%**

agreement on partner brand awareness is a remarkable achievement, highlighting the success of branding efforts and the strong recall value created through TRRAIN’s training ecosystem.

The partner’s brand is highly visible and well-communicated to the beneficiaries of the PANKH and TRRAINHer Ascent programs.

# VISIBILITY

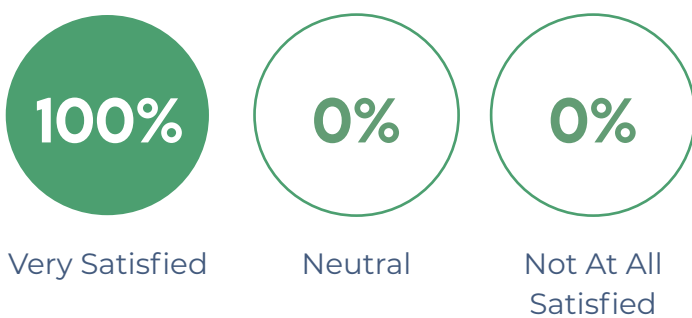


The visibility of the partner is reported to be **100%**.

Community engagement such as outreach drives, awareness programs, events, or local networking are powerful drivers of visibility for the PANKH and TRRAINHer Ascent programs, significantly boosting awareness and trust at the grassroots level.

This affirms TRRAIN’s inclusive and participatory approach to driving social change.

# SUPPORT BY TRRAIN STAFF



The satisfaction with support provided by TRRAIN staff is reported to be

**100%**.

It is highly appreciated and valued by all stakeholders. Such a level of satisfaction indicates a well-functioning support system, with staff likely being responsive, empathetic, and efficient.

This plays a vital role in maintaining engagement, smooth program execution, and building long-term trust with the community.



and



# MACRO LEVEL

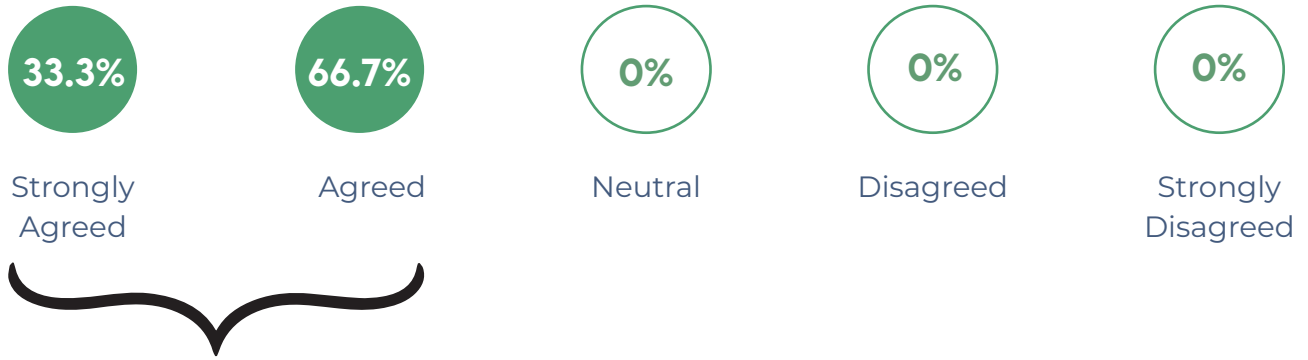


Employers

## INDICATORS

- Company Brand Image
- Support from TRRAIN
- Skills Valued by Employers
- Recommendation Level

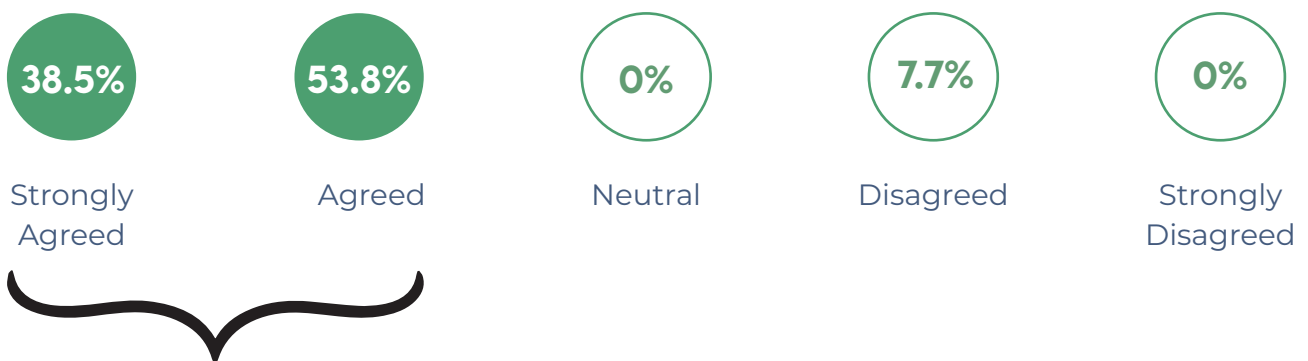
# COMPANY BRAND IMAGE



**100%**

agreement among stakeholders confirms that the organization (TRRAIN) has built a highly trusted and admired brand. This strong brand reputation is a strategic asset that drives its ongoing success, outreach, and impact.

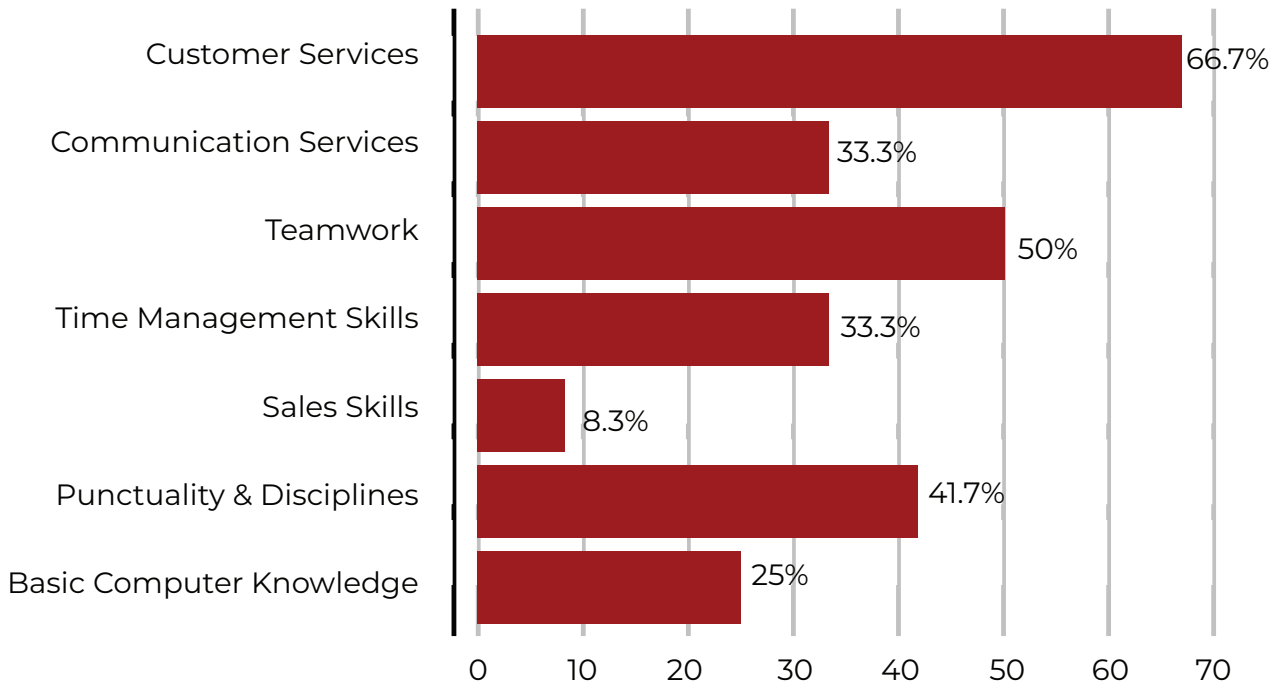
# SATISFACTION WITH SUPPORT FROM TRRAIN



**92.3%**

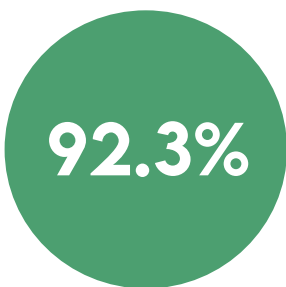
of respondents expressed satisfaction with the support extended by TRRAIN, reflecting the team's exceptional service quality and its significant contribution to employer satisfaction.

# SKILLS VALUED BY EMPLOYERS



Employers in the retail and service sectors place a premium on soft skills—especially customer handling (66.7%), teamwork (50%), and punctuality & discipline (41.7%). To boost employability, skill development initiatives like PANKH and TRRAINHer Ascent must continue focusing on these areas while offering adequate digital exposure.

# RECOMMENDATION TO OTHER EMPLOYERS



This high recommendation rate clearly signifies that TRRAIN’s work is well-respected and valued by employers, and is seen as worth replicating across other businesses and sectors.

# IMPACT STORIES

First-hand accounts from beneficiaries highlight how the PANKH and TRRAINHer Ascent programs have helped them build new skills, find better opportunities, and improve their daily lives. These experiences offer a clear picture of the positive and lasting changes the programs have made.



and





Name: Chandra Shekhar  
Program: PANKH  
Current Job: Cashier  
Organization: L&T Metro Station  
Location: Hyderabad

*“From silent struggles to confident steps—PANKH gave wings to my destiny.”*

Chandra Shekhar, a determined young man from Hyderabad, was born with deafness and a locomotor disability. After completing his high school, he stood at a crossroads - unsure of the path ahead. Like many youths with disabilities, he struggled with limited career guidance, societal stigma, and a lack of inclusive job opportunities. The future seemed uncertain, clouded by questions and self-doubt.

That uncertainty began to fade away when he enrolled in the PANKH program by TRRAIN. The program provided him with vital skills in MS Office, Google Suite, and customer service, all adapted to his learning needs. The training also helped to polish his communication skills - adapted for persons with hearing disabilities - helping him to express his thoughts clearly and confidently.

But the biggest shift wasn't just in his job readiness —it was a shift in his self-belief. Through mentorship, structured learning, and peer support, Chandra Shekhar began to gain confidence in himself. He saw his disability not as an impediment but as a unique aspect of his personal journey toward self-discovery and independence.

His dedication bore fruit when he was selected as a Cashier at L&T Metro Station in Hyderabad. For the first time, he wasn't just surviving—he was thriving. His job became a symbol of his pride and recognition of his abilities. Passengers see him every day, not as someone with a disability, but as a professional and dependable face at the metro.

Today, Chandra Shekhar is financially independent, emotionally strong, and socially confident. He supports his family, navigates life with dignity, and serves as an inspiration to other youth with disabilities. His journey proves that when inclusive training meets unbreakable spirit, no barrier is too big to overcome.



Name: Arpan Dutta  
Program: PANKH  
Organization: Hazare Group  
Location: Kolkata

*Earlier, I struggled to survive—now, I live with dignity. Thanks to PANKH, I am respected, independent, and proud of who I’ve become.”*

Arpan Dutta, a 31-year-old from Kolkata, once lived a life filled with hardships. As a daily wage worker, he earned a meagre income that was barely enough to support his family. Living with speech and hearing impairment, Arpan struggled not only financially but also socially, with limited opportunities for growth and recognition.

His turning point came when he learned about the PANKH program through a mobilization drive. He took a leap of faith and joined the program—an opportunity that was set to transform his life.

At PANKH, Arpan learned valuable skills in customer service, workplace communication, grooming, basic digital tools, and retail operations—all adapted to meet his learning needs. The inclusive and encouraging environment helped him gain confidence and prepare for the formal workforce.

His hard work paid off when he secured a job with Hazare Group, marking a new beginning. Today, Arpan is financially independent and proud of his achievements. His dignified living has not gone unnoticed—his landlord, impressed by Arpan’s success despite his disability, waives his rent as a gesture of respect.

Arpan says with pride, “People treat me with respect now. I live independently and that has changed how the world sees me.”

His journey is a powerful example of how inclusive training, inner strength, and opportunity can turn hardships into a ladder to success.



Name: Divya

Program: TRRAINHer Ascent

Current Job: Apprentice

Organization: Restaurant Brands Asia Ltd. – Burger King

Location: Connaught Place, Delhi

*“I never imagined I could lead others — today, I feel seen, heard, and valued.”*

Divya’s story reflects the untold dreams of countless young Indian women—full of determination and potential, yet constrained by limited resources and societal expectations. A high school passed youth from a modest, middle-class family, Divya always carried a quiet ambition within her. But without exposure or opportunity, her aspirations seemed distant.

That changed when she enrolled in the Food Product Handler course by ‘Kraftivity – The Art to Create’, in collaboration with TRRAINHer Ascent program. What began as a decision out of curiosity became a life-altering experience. The one-month intensive training introduced her to communication skills, personality development, and professional etiquette—areas she had never explored before.

Divya quickly emerged as one of the most active trainees in her batch. She led classroom discussions, engaged confidently in role plays, and impressed trainers with her discipline and eagerness to learn. Her leadership and initiative didn’t go unnoticed. Recognizing her potential, she was referred for an apprenticeship at Burger King.

Divya aced the interview and began her journey as an apprentice at Burger King, Connaught Place, earning ₹13,500 per month. From day one, her friendly nature blossomed into exceptional customer service skills. She adapted quickly, becoming a valued team member known for her positivity, hard work, and professionalism.

Today, Divya is not only financially independent but also confident in her own identity. She continues to excel in her role, proving that with the right support and opportunity, young women from even the humblest backgrounds can rise, lead, and thrive in the formal workforce.



Name: Ritu

Program: TRRAINHer Ascent

Current Job: Apprentice

Organization: Restaurant Brands Asia Ltd. – Burger King

Location: Rajiv Chowk, Delhi

*Now they say they're proud of me — and that means the world.”*

Ritu, a quiet yet determined young woman from Jwalapuri, grew up in a conservative household alongside her parents and two elder brothers. In a community where safety concerns and societal expectations often restrict women's choices, Ritu's dreams of independence seemed distant. Yet, she never let go of her inner resolve to grow and stand on her own feet.

Her turning point arrived when she enrolled in the Food Product Handler course at Naraina—organized by Kraftivity under the TRRAINHer Ascent initiative. Ritu immersed herself in learning communication skills, customer interaction, grooming and personality development, stepping far beyond her comfort zone.

Through active participation and sincere effort, Ritu built the confidence she once lacked. Her dedication was rewarded when she successfully cleared the interview and was placed as an apprentice at Burger King, Rajiv Chowk, Delhi, earning ₹13,500 per month. For Ritu, this wasn't just a job—it was the beginning of financial self-reliance.

Today, she proudly supports herself, challenging the limitations once placed on her future. Her family who was initially hesitant, now look at her with pride and hope. Ritu is not only earning but evolving—becoming a role model for other girls in her community. She expresses heartfelt gratitude to her trainers and the teams at Kraftivity and TRRAINHer Ascent for empowering her with the skills and courage to rewrite her story. Ritu's journey is a testament to the power of education, opportunity and determination.

# CONCLUSION

TRRAIN's Pankh and TRRAINHer Ascent programs have emerged as impactful and scalable models for inclusive development, enabling real and measurable change at individual, institutional and societal levels. Through skill development, mentorship and placement support, these programs have not only addressed unemployment among Persons with Disabilities (PwDs) and underprivileged young women, but have also re-defined the meaning of sustainable empowerment.

At the micro level, the programs have led to significant increases in employment, confidence, interpersonal skills, and lifestyle changes. Participants have become financially independent, socially connected, and emotionally resilient.

At the meso level, strong collaborations with NGO partners have expanded outreach, improved brand visibility and strengthened community engagement. These partnerships have played a crucial role in mobilizing trainees and transforming local attitudes towards inclusion.

At the macro level, employers have recognized the value of inclusive hiring. The satisfaction and repeat hiring intent reflect a shift toward inclusive workplace practices across the retail sector.

Beyond the numbers, the impact stories emerging from these programs speak volumes. Participants like Arpan, Divya, Ritu and Chandra Shekhar exemplify the power of resilience when matched with opportunity. From daily wage laborers and school dropouts to retail professionals and team leaders, these individuals now live with purpose, dignity, and pride. As India strives for greater social equity and economic inclusion, these programs offer a blueprint for replication— across sectors, geographies, and communities.

With sustained commitment and collective will, initiatives like Pankh and TRRAINHer Ascent can help shape a future where no one is left behind—and where every person, regardless of gender, disability or background, has the opportunity to shine.

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5. NGO / Training Partner Survey
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# CREDITS

This report is an outcome of the research conducted by the students of TISS, Tuljapur. We thank them for their contribution in capturing our program impact. Their names are as follows:

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We also extend our thanks to the designer of this report - Ms. Tanisha Pathan, who has volunteered for this project and enabled us to bring forth a visually rich and easy to understand impact report.

## Footnote:

This report has been prepared by TISS students as part of their internship assignment. While every effort has been made to ensure accuracy, the students are not trained in advanced data collection and analysis. Hence, this report is intended for reference purposes only.



A beneficiary of TRRAINHer Ascent confidently posing in her uniform



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