RETAIL EMPLOYEES' DAY

12-12

TRRAIN - RAI Idea

One Day. **One** Emotion.
Millions of Smiles.

THE MOVEMENT

RETAIL EMPLOYEES' DAY

Every year, **December 12th** is celebrated globally as **Retail Employees' Day (RED)**

The day aims to bring **retail employees into focus**, to **thank** and **celebrate** them for their **untiring efforts**

With **Retail Employees' Day,** we aim to **build pride & respect** in the retail community by creating awareness and empathy for their jobs, lives, and the significant role they play in the lives of customers

WHY IT MATTERS

Your brand's first impression,

with customers is through these employees — who ensure every moment is special.

Don't you think it's important to **recognize and celebrate** these employees, and **create a delightful experience for them**?

When an associate does the job, **they do more than just that serve the customers.**

When they sell a customer a pink bag with an anime print for their 16-year-old niece and say “it's trendy” — and the customer buys it — ***they've made that customer the most awesome aunt ever. They deserve to know it!***

Or when they deliver dinner on a rainy day, making time special for the kids — ***they've made a parent the most awesome mom or dad ever. They deserve to know it!***

So for all the times before, and all the times to come — when a retail employee helps you or your customers get it right, get ready to say,

#CheersToYou

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How can you join #CheersToYou this #RED2026

CELEBRATE YOUR EMPLOYEES!

GET YOUR CUSTOMERS INVOLVED!

PROMOTE:
ON SOCIAL MEDIA, ON APP, ON WEBSITE, THROUGH PR

PART ONE

Ideas to celebrate your employees

EMPLOYEE CELEBRATION IDEAS

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BAGS

In an act of appreciation, brands canl turn all their bags into public display of affection towards their employees with a simple message thanking them. Brands can do this either by printing the names of their employees in the same font and design as the logo or they can leave an empty space for the retailer to write their names every time they help make a purchase.

INVITING CELEBRITIES/BRAND AMBASSADORS TO THE STORE

Make it a corporate bake or acooking team challenge. Divide the staff into groups and get them to make a particular savory or sweet dish. Invite a chef to judge the competition.

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WISHING EMPLOYEES AT VARIOUS TOUCH POINTS!

Window displays

Employee entrance

Employee canteen

Standees at employee touch points

Employee locker

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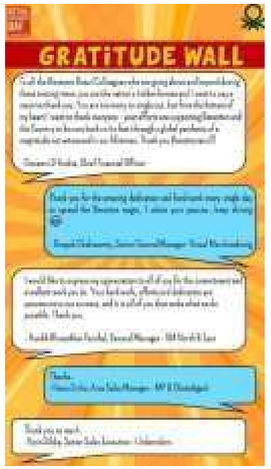
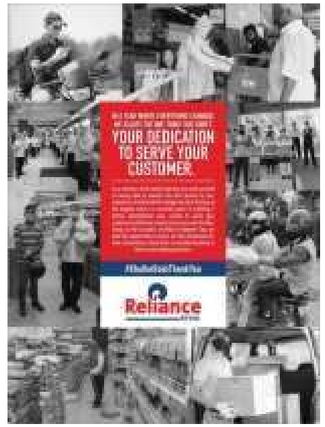
THANK YOU MESSAGES

- Personalised messages and videos from top management
- Thanking them at various touch points
  - Whatsapp messages
  - Thank You emails
  - Company intranet portal
  - Employee back-office area
  - Employee desktop backgrounds
  - Employee canteen
  - Attendance registration area





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DECORATION & CAKE CUTTING

BOLLYWOOD WELCOME!

Red carpet entrance

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PHOTOWALL

Pictures of your employees in order to appreciate and wish them

GIVE YOUR EMPLOYEES A SPECIAL DISCOUNT

GO THE EXTRA MILE: ORGANIZE A SPA

EMPLOYEE CELEBRATION IDEAS

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ORGANIZE SPORTS EVENT

Organise a sports event or take your employees out on the turf

CELEBRATE THE DAY WITH FAMILY

Family members of employees are invited for games/interactive sessions

INTERACTIVE ACTIVITIES

Havea fun day with your employees by playing interactive games with them!

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GIFT HAMPER

Give your employees gifts!

ORGANIZE FUN WORKSHOPS & ENTERTAINMENT FOR YOUR EMPLOYEES

- Pottery Workshop
- Financial Literacy Workshop
  Standup comedy
- Painting workshop

CERTIFICATE OF APPRECIATION

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LAUNCH WELFARE SCHEMES FOR THE BETTERMENT OF EMPLOYEES

RED MEMORABILIA

Createa host of RED merchandise tobe giftedto allthe employees in themall

INVOLVE SUPPLIERS AND VENDORS

Retail Employees Day opens a door way between retailer sand suppliers

EMPLOYEE CELEBRATION IDEAS

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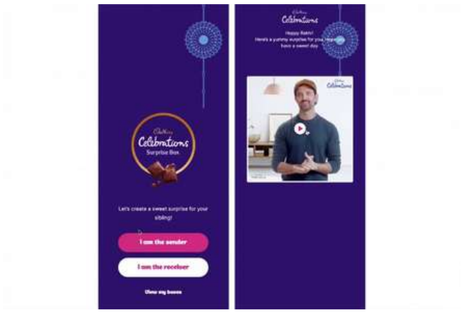
GO THE EXTRA MILE! -AUGMENTEDREALITY

Get your brand ambassador involved and create an augmented reality!



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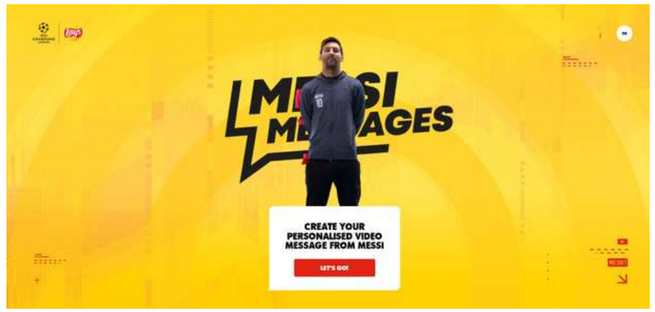

Click hereto view

NAME A STAR AFTER YOUR EMPLOYEES!

Your employees are the stars of your stores. Let them know it by naming a star after your employees:

BECOME A GENIE & GRANT WISHES

Askyouremployees to submit 3 wishes individually and make 1 or all 3 of their wishes cometrue

EMPLOYEE CELEBRATION IDEAS

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SURPRISE THEM: SEND COMEDIANS!

Whilethey're working, organisea comedy specialwith comdians coming in as customers & giving them a great laugh!

VIRTUAL EVENT

A few event ideas for your employees:

- A virtual cultural event
- A virtual concert

PHOTOBOOTH

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VIRTUAL RED CELEBRATIONS

Get all your employees across stores, warehouses, and corporate offices to come together for a virtual celebration. What can you do?

- A Thank You video from the top management
- A Thank You video from customers
- A virtual cake cutting
- Exciting virtual activities & games

VIRTUAL EMPLOYEE WORKSHOPS

A series of workshops can be organised for Retail Employees to benefit & add value to their lives. Some workshops that can be done:

- Financial Literacy
- Self defense workshop for the women
- Basic healthcare & hygiene, motivational talks
- Mentalhealth

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CARICATURES

Invite a caricature artist to come into the workplace to compose funny drawings for everyone. Fun for all!

BOSS FOR A DAY

Let one or two of your employees take charge and make decisions for a day. Give them greater responsibilities and higher standards to live up to.

EMPLOYEE CELEBRATION IDEAS

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MOVIE

Afternoon movie to entertain and delight your staff members. One you could set this up in a break room or meeting room. Alternatively, you could also give away movie tickets to your employees along with the coupons for popcorn and soft drinks

CONCERT/KARAOKE

Bring ina local artist or band to perform for your team members. If possible, find musicians that cater to the tastes of your workers and play songs you know they enjoy or arrange for a karaoke.

EMPLOYEE CELEBRATION IDEAS

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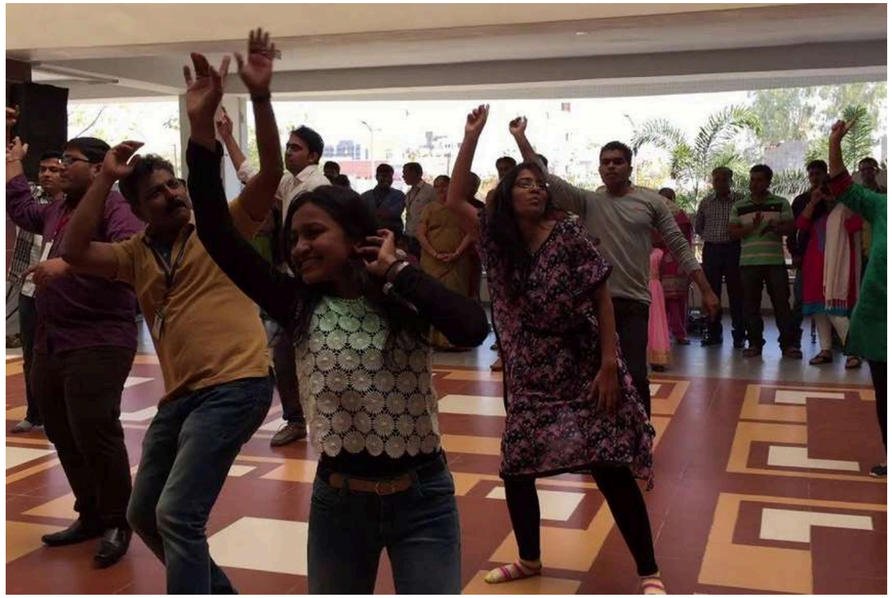
COOKING/BAKING CHALLENGE

Make it a corporate bake or a cooking team challenge. Divide the staff into groups and get them to make a particular savory or sweet dish. Invite a chef to judge the competition.

FLASH MOB

Hire a choreographer to get your HR team into a flash-mob routine then spring the surprise on the associates at the most unexpected time.



EMPLOYEE CELEBRATION IDEAS

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A DAY IN THE LIFE OF A RETAIL ASSOCIATE

Record a video on day in a life of a associate and screen it on brands social media platforms, in store screens, mall screens

HOSTING EMPLOYEES AWARDS CEREMONY

Therecan't be a better way of showing employees their importance than awarding them for their great work. Employees feel happy when they are acknowledged for their work in front of everyone.
Also,you can plan to make your workplace award ceremony more fun with some goofy employee award titles.

PART TWO

Ideas to celebrate your employees with the customers

CELEBRATIONS INVOLVING CUSTOMERS

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TENT CARDS

Put up tent cards at various touch points with the communication of thanking your employees through emojis on the microsite

STANDEES

Put up standees at various touch points with the message of thanking your employees

CELEBRATIONS INVOLVING CUSTOMERS

RETAIL EMPLOYEES' DAY
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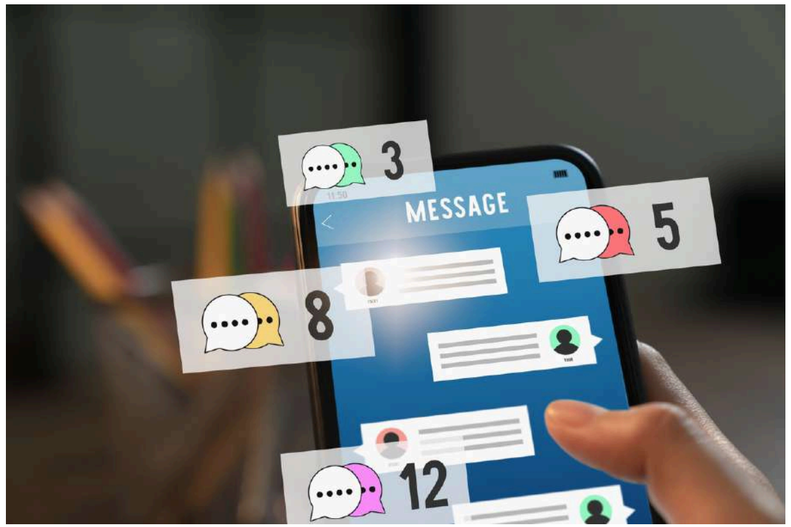
MESSAGES

Insert a Retail Employee Day line into all post-purchase messaging to customers. Or a special message reminding them of RED and wishing the associates in case they meet in the course of the day.



SOCIAL MEDIA

Talk about RED on the brand social media page, encouraging customers to wish the associates

CELEBRATIONS INVOLVING CUSTOMERS

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POST-IT WALL

Installed in your store/mall, encouraging customers to leave messages for the employee who helped them

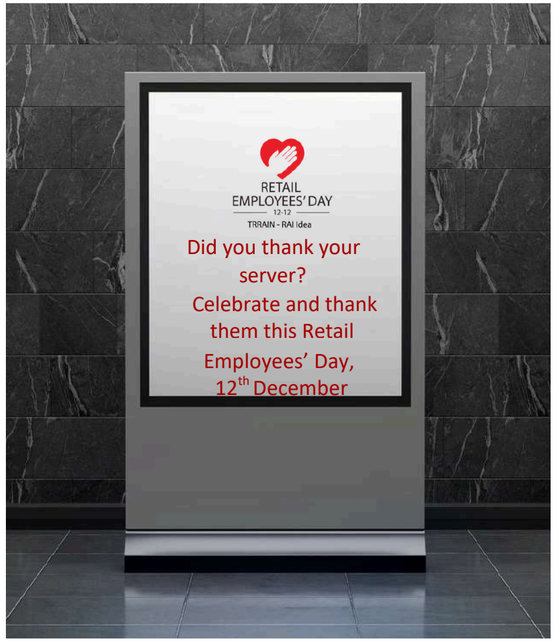
THANK YOU TREE

Place a 'Tree' at the exit gate / atrium space with a bowl of blank notes on the side & encourage customer to write on them & stick it on the tree

CELEBRATIONS INVOLVING CUSTOMERS

SIGNAGE

Put signages in your store/mall spaces



IN THE FOOD COURTS CUSTOMISE YOUR CUPS

Paste a sticker of the RED logo.
So when your employees serve the customers, they're instantly reminded to thank their server, and awareness about RED is spread

CELEBRATIONS INVOLVING CUSTOMERS

RETAIL EMPLOYEES' DAY
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MESSAGES TO YOUR CUSTOMERS

Insert a Retail Employee Day line into all post-purchase messaging to customers. Or a special message reminding them of RED and wishing the associates in case they meet in the course of the day.

APPRECIATION VIDEO

At the end of shopping you can ask the customer to take a video thanking the employee who helped them; and at the end of the day you can show it to them

PART THREE

Promoting Retail Employees' Day

PROMOTING RETAIL EMPLOYEES' DAY

VIA YOUR APP/WEBSITE

Put up a banner informing your customers it's Retail Employees' Day & encouraging them to say "Thank You". At the end of the payment, you can ask the customers to wish the delivery person a happy Retail Employees'Day

PROMOTING RETAIL EMPLOYEES' DAY

RETAIL EMPLOYEES' DAY
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REACH YOUR CUSTOMERS IN DIFFERENT WAYS

Local Radio & Media can be invited to the mall/store to cover the entire event. All the celebrations, customer & employee engagement activities can be a huge PR opportunity for them all

Radio

Brand ambassador wishing on their social media

Newspaper

TV/OTT

JOIN THE RED DIGITAL & PHYSICAL WALL!

RETAIL EMPLOYEES' DAY
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Every year, we highlight RED celebrations across the globe on TRRAIN's social media, and we compile the celebrations and put them in the RED Supplement (in Association with Images Group)

To be featured, upload your celebrations on social media and use the hashtags:
#RED2026 #CheersToYou #RetailEmployeesDay2026

Send your celebrations (pictures and a note describing the celebrations) to tarannum.ahuja@trrain.org **OR** ruchika.jaising@trrain.org

RED supplement of the last 3 years

2025

2024

2023

RETAIL EMPLOYEES' DAY

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PART FOUR

Milestones

RETAIL EMPLOYEES' DAY
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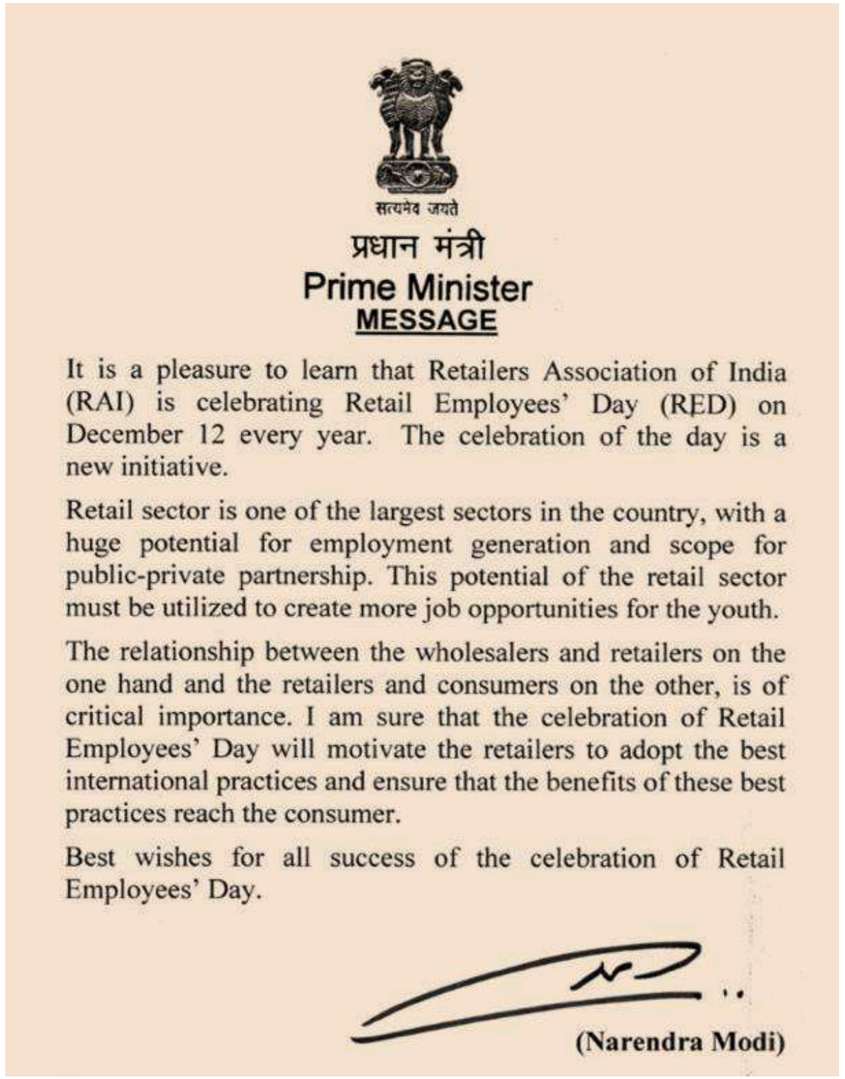
Recognised at the Highest Level

Retail Employees' Day has received public recognition from the Government of India — a message from the Hon'ble Prime Minister among them.



सत्यमेव जयते

प्रधान मंत्री

Prime Minister

MESSAGE

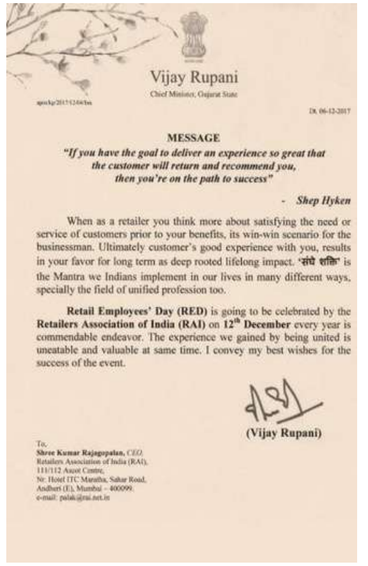
It is a pleasure to learn that Retailers Association of India (RAI) is celebrating Retail Employees' Day (RED) on December 12 every year. The celebration of the day is a new initiative.

Retail sector is one of the largest sectors in the country, with a huge potential for employment generation and scope for public-private partnership. This potential of the retail sector must be utilized to create more job opportunities for the youth.

The relationship between the wholesalers and retailers on the one hand and the retailers and consumers on the other, is of critical importance. I am sure that the celebration of Retail Employees' Day will motivate the retailers to adopt the best international practices and ensure that the benefits of these best practices reach the consumer.

Best wishes for all success of the celebration of Retail Employees' Day.

(Narendra Modi)



Vijay Rupani

Chief Minister, Gujarat State

MESSAGE

"If you have the goal to deliver an experience so great that the customer will return and recommend you, then you're on the path to success"

- *Shep Hyken*

When as a retailer you think more about satisfying the need or service of customers prior to your benefits, its win-win scenario for the businessman. Ultimately customer's good experience with you, results in your favor for long term as deep rooted lifelong impact. 'संघे शक्ति' is the Mantra we Indians implement in our lives in many different ways, specially the field of unified profession too.

Retail Employees' Day (RED) is going to be celebrated by the **Retailers Association of India (RAI)** on **12th December** every year is commendable endeavor. The experience we gained by being united is uneatable and valuable at same time. I convey my best wishes for the success of the event.

(Vijay Rupani)

To,
Shree Kumar Rajagopalan, CEO,
Retailers Association of India (RAI),
111/112 Ascot Centre,
Nr. Hotel ITC Maratha, Sahar Road,
Andheri (E), Mumbai – 400099.
e-mail: palak@rai.net.in

पीयूष गोयल
PIYUSH GOYAL

रेल और वाणिज्य एवं उद्योग मंत्री,
भारत सरकार
MINISTER OF
RAILWAYS AND COMMERCE & INDUSTRY,
GOVERNMENT OF INDIA

Message

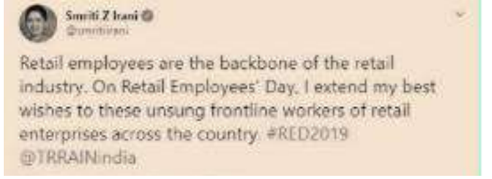
The Retail Industry in India has emerged as one of the most dynamic and fast-paced industries. Being one of the largest employers, it has been experiencing exponential growth in recent times. With economic development leading to higher disposable incomes, the retail sector is poised for a tremendous growth in the coming five years.

India is expected to become the world's third largest consumer economy for which the government under the visionary leadership of Hon'ble Prime Minister Narendra Modi ji has brought in several reforms to revolutionise the retail sector and to attract investments. The recent initiative to simplify FDI procedures in single brand retail will give a boost to ease of doing business and *Make in India* and *Invest India* initiatives.

Organisations such as the Retailers Association of India (RAI) have been working to facilitate the retail industry in India. In this context, since retail industry is a service industry, the welfare of the employees is directly linked to consumer satisfaction. I am delighted to note that RAI is organising the 9th anniversary of **Retail Employees' Day** to reflect upon the efforts they have undertaken and their future plans. On this occasion, I convey my best wishes to the organisation and all retail employees in the country. I also hope that RAI thrives as a platform, providing a voice to our retailers and to motivate them to employ the best global practices for consumer satisfaction.

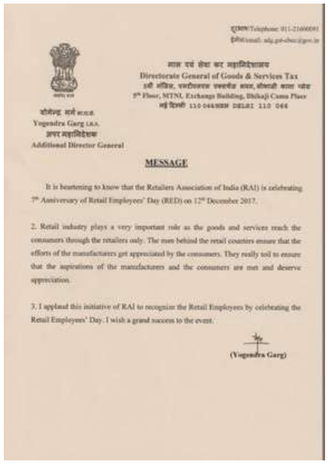
Piyush Goyal

Ministry of Commerce & Industry : Udyog Bhavan, Rafi Marg, New Delhi-110011
Tel. No. : +91 11 23062223, 23061492, 23061008, Fax : +91 11 23062947, E-mail : cmoffice@nic.in



Smriti Z Irani
@smritiirani

Retail employees are the backbone of the retail industry. On Retail Employees' Day, I extend my best wishes to these unsung frontline workers of retail enterprises across the country. #RED2019 @TRRAINindia



भारत सरकार केन्द्रीय वस्तु एवं सेवा कर महानिदेशालय
Directorate General of Goods & Services Tax
वाणिज्य एवं उद्योग मंत्रालय, जीवनदीप भवन, संसद मार्ग
5th Floor, NTNL Exchange Building, Bhikaji Cama Place
नई दिल्ली 110 066 DELHI 110 066

योगेन्द्र गर्ग I.R.S.
Yogendra Garg I.R.S.
अपर महानिदेशक
Additional Director General

MESSAGE

It is heartening to know that the Retailers Association of India (RAI) is celebrating 7th Anniversary of Retail Employees' Day (RED) on 12th December 2017.

2. Retail industry plays a very important role as the goods and services reach the consumers through the retailers only. The men behind the retail counters ensure that the efforts of the manufacturers get appreciated by the consumers. They really toil to ensure that the aspirations of the manufacturers and the consumers are met and deserve appreciation.

3. I applaud this initiative of RAI to recognize the Retail Employees by celebrating the Retail Employees' Day. I wish a grand success to the event.

(Yogendra Garg)

Devendra Fadnavis
@Dev_Fadnavis

Follow

Happy #RetailEmployeesDay to all retailers and their employees !
You all have a vital role to play in the transformation of our nation.

RETWEETS 31 LIKES 104

12:43 AM - 10 Dec 2018

10 31 104

Global Recognition

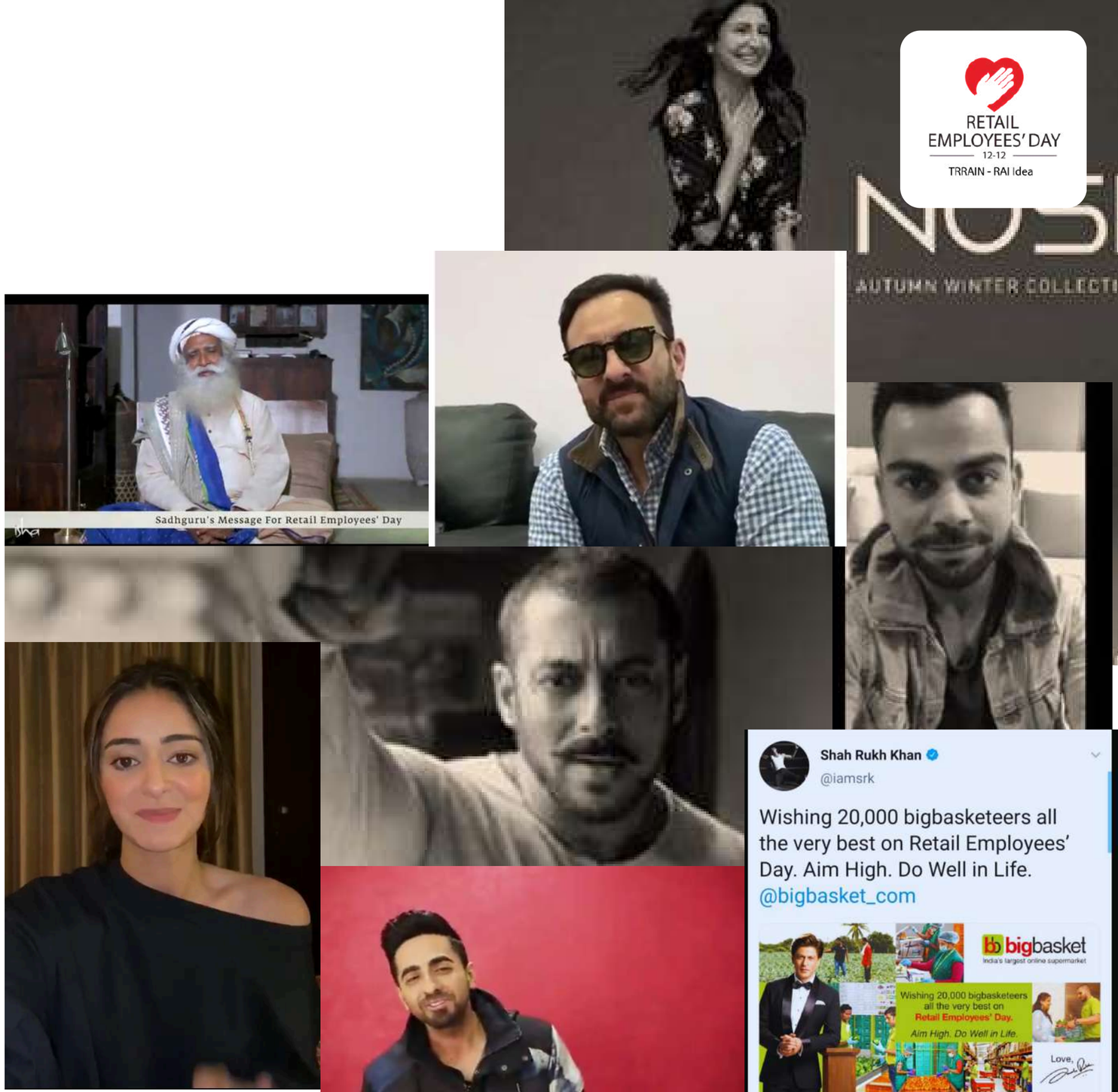
The Burj Khalifa lit up in celebration of Retail Employees' Day

Leadership show up

Leadership teams across India send special, personal messages to their own employees every year on Retail Employees' Day.

200+ CEOs & CXOs wishing and thanking their retail employees

Celebrities use their platform to wish & thank these employees on **Retail Employees' Day**



Influencers use their platform to wish & thank these employees on **Retail Employees' Day**

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12-12
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Retail Employees Day has now reached over 22 million+ employees across 35 countries including:

India

Qatar

Philippines

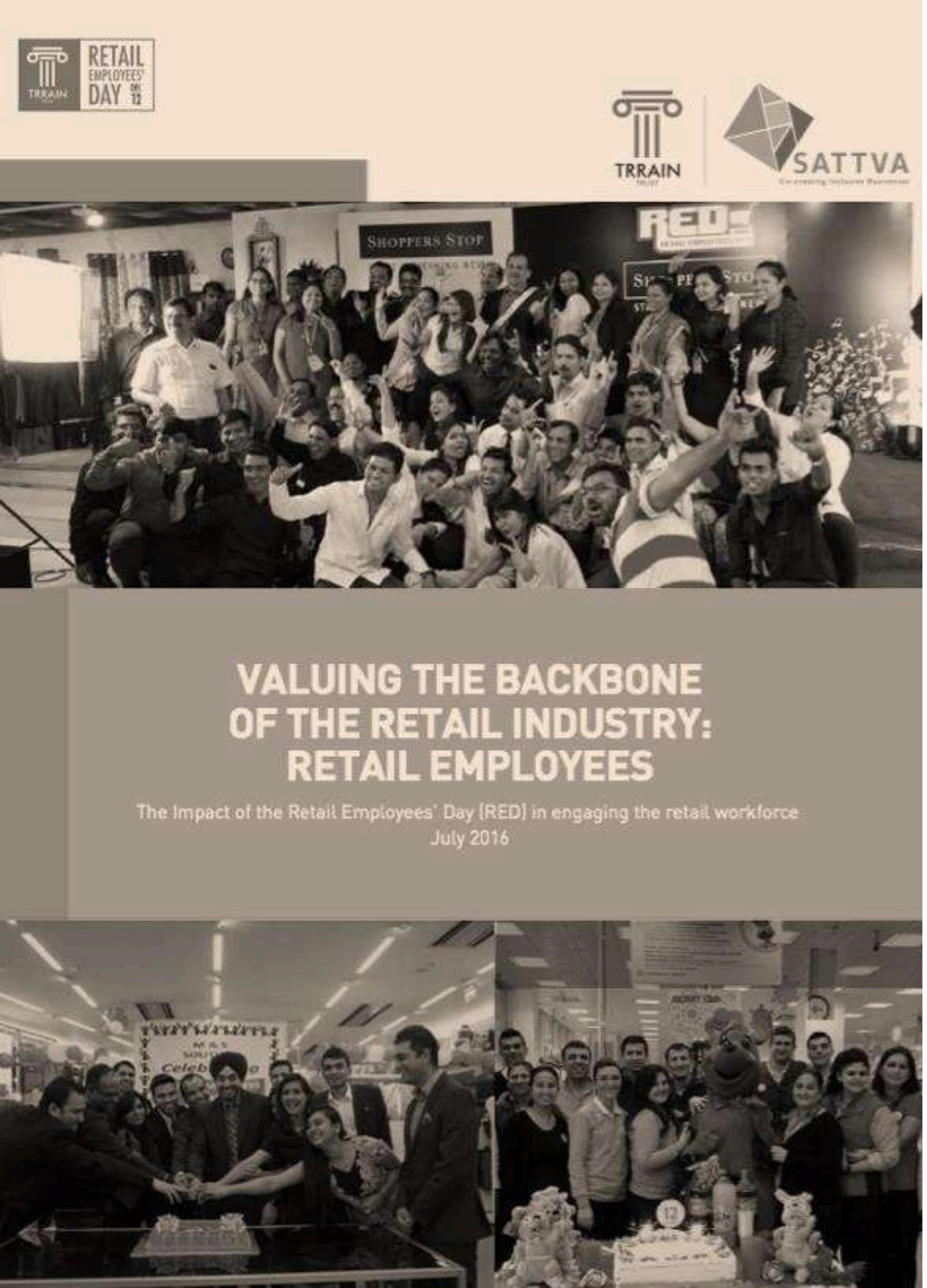
UAE

Bangladesh

Turkey

IGDS

Since, 2022, the Intercontinental Group of Departmental Stores (IGDS) embraced Retail Employees' Day, celebrating it in countries like Switzerland, Italy, Belgium, and many more



RETAIL EMPLOYEES' DAY
12-12
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Impact of Retail Employees' Day on

Employees

- Increase in morale
- Affinity for the business through recognition from top management
- Builds pride through appreciation from customers

Business outcome

- Impact on sales
- Impact on Productivity
- Impact on Customer Service
- Impact on Team Work

Over the years, Retail Employees' Day has celebrated

22 million+ employees across **35 countries**

With your support, we dream to celebrate and impact the lives of

200 million employees

CLICK HERE FOR RETAIL EMPLOYEES' DAY ASSETS

RETAIL EMPLOYEES' DAY

12-12

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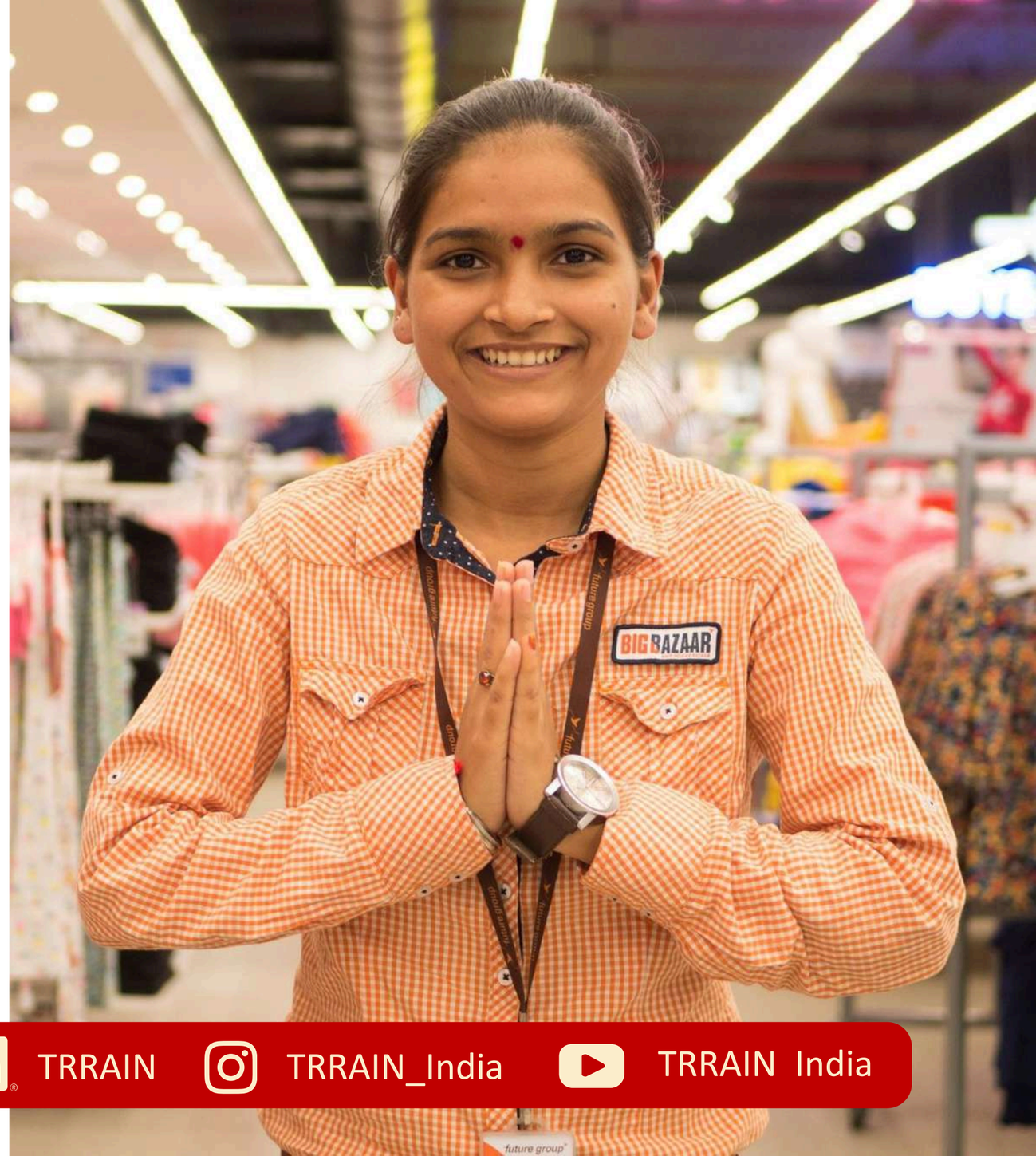
Join us to celebrate **your people** on
12th December
Retail Employees' Day



For more information write to info@trrain.org | TRRAIN | TRRAIN_India | TRRAIN India