


TRRAIN
TRUST

**RETAIL
EMPLOYEES'
DAY** **DEC 12**

A TRRAIN - RAI INITIATIVE



EMPOWERING PEOPLE IN RETAIL



PRIDE



RESPECT



INCLUSION



SKILLING



12th December

A day to **thank, honor & celebrate** the untiring efforts of the 'True Hero' of your business, **The Retail Employee!**



IMPACT- OVER THE YEARS

2011



20,000
celebrate

2012



500,000
people
celebrate

2013



160+ brands,
1 million in
India
celebrate

Boyner, Turkey joins in
with 12000 employees

2014



200+ brands,
2 million
people
celebrate

Turkey shopkeepers
join hands

2015



350+ brands,
70 malls
4 million
In India &
Turkey
celebrate



Joined celebrations in 2013

**2 MILLION RETAIL ASSOCIATES
&
160+ BRANDS
in Turkey celebrate
Retail Employees' Day**



[Ana Sayfa](#)

[Nedir?](#)

[Videolar](#)

[İletişim](#)



50+ CEOs from across the Turkish retail industry said "Thank You"

STAKEHOLDERS- IMPACTED







RETAIL EMPLOYEES' DAY 2015 HIGHLIGHTS



TRRAIN-Trust for Retailers and Retail Associates of India
 Published by Hareesh Amjuri [?] · 11 December 2015 at 12:50 · 🌐
 Cricketer Virat Kohli wishes all the dedicated pairs at Wrogn on the eve of Retail Employees Day(12th December).
 #RetailEmployeesDay
www.retailemployeesday.com... See More



महेश लाल
MANOHAR LAL

 Message
 It gives me pleasure to know that the Retailers Association of India, Mumbai is celebrating Retail Employees' Day on December 12, 2015.
 India is one of the fastest growing retail markets in the world. The efforts being made by Retailers Association of India to support retailers to modernize and adopt best practices and also for the growth of Indian retail industry will lead to increased consumption and growth of economy.
 Retail employees work diligently to provide continuous service to the consumer throughout the year. Therefore, it is a need of hour to safeguard the interests of retail workers and improve their work conditions.
 I extend my best wishes for the success of Retail Employees' Day celebrations.

(Manohar Lal)

महेश लाल
MAHARAJ

 Chief Minister
 Maharashtra
 Dr. 16-11-2015
 Message
 I am happy to learn that Retailers association of India (RAI) is celebrating Retail Employee Day on December 12th of every year.
 Retailing in India is one of the pillars of its economy and accounts for about 22 percent of its GDP. The Indian retail market is estimated to be US\$ 500 billion and one of the top five retail markets in the world by economic value. India is one of the fastest growing retail markets in the world, with 1.2 billion people.
 I am pleased to know that the RAI's Vision is to develop, facilitate and propagate practices and processes that will grow the Indian retail industry, leading to increased consumption and growth of the economy.
 I would like to appreciate the efforts of those working in the retail industry throughout the year including weekend, festivals and public holidays. I extend my best wishes to all of them on the occasion of Retail Employees Day.

(Devendra Fadnis)
 Kumar Rajgopalan
 CEO,RAI

Anandiben Patel
 Chief Minister, Gujarat

 10 NOV 2015
 MESSAGE
 I am happy to note that Retailers Association of India is working towards championing 'Retail Employees' Day' on 12th December every year across the country.
 Retail is the second largest employer in the country, after agriculture. It is crucial to create and sustain a sense of dignity in the working of the employees in retail through such initiatives. Appreciating employees and celebrating their contribution has a positive effect on their morale, that helps in creating not just a happy workplace but also a happy workforce.
 I wish all retail associates a very happy 'Retail Employees' Day' and hope that this initiative is encouraged and made more successful every year.

(Anandiben Patel)
 Chief Minister's Office (303) 3801-2000 Gandhinagar,
 3rd Floor, Prakash Building 1, Sakinaka, Gandhinagar - 380 015, GUJARAT, INDIA
 Phone: +91 79 2224675-74, Fax: +91 79 2222220, www.governor.gov.in

TRRAIN-Trust for Retailers and Retail Associates of India shared Salman Khan's video.
 Published by Hareesh Amjuri [?] · 12 December 2015 at 13:36 · 🌐

Thank you Salman Khan for the wishes on #RetailEmployeesDay Being human Clothing



2,107,897 Views
Salman Khan
 12 December 2015 at 12:43 · 🌐
 Thank you for making Being human Clothing the most loved brand .

Actress Sonam Kapoor shares her message wishing all the employees at Shoppers Stop! #RetailEmployeesDay



17,172 Views
Shoppers Stop
 12 December 2015 at 10:00 · 🌐
 Watch the style diva of Bollywood Sonam Kapoor thank the dedicated retail employees of Shoppers Stop in a special way. You can also thank them by participating in #SSRetailEmployees contest on Instagram and win big.

Government

Union & State ministers sent their wishes to the retail industry.

Celebrities

Talking about the importance of a retail associate

PRIME MINISTER OF INDIA SHRI. NARENDRA MODI CONVEYED HIS WISHES



सत्यमेव जयते

प्रधान मंत्री

Prime Minister

MESSAGE

I am happy to learn that the Trust for Retailers and Retail Associates of India (TRRAIN) is celebrating Retail Employees Day on 12th December, 2015.

On this occasion, I extend my best wishes for the success of the event, and hope that it will lead to fruitful and productive outcomes.

New Delhi
December 11, 2015

(Narendra Modi)



TRRAIN RETAIL EMPLOYEES' DAY 2016

TRRAIN **SATTVA**
Enabling Inclusive Retail

VALUING THE BACKBONE OF THE RETAIL INDUSTRY: RETAIL EMPLOYEES

The Impact of the Retail Employees' Day (RED) in engaging the retail workforce
July 2016

RETAIL EMPLOYEES' DAY IMPACT STUDY

Findings

- ✓ One of the Top 3 calendar events in the retail industry
- ✓ Great platform for employee engagement
- ✓ Positive impact on employee engagement & motivation
- ✓ Impact on business outcomes

CELEBRATION IDEAS



Employee Engagement Activities

Stakeholders: Retailers | Brands | Malls

Red Carpet Welcome with music & paparazzi

Red carpet welcome by Mock Paparazzi, clicking Employees pictures as they enter the store, a real photographer can be hired to take candid shots of the Employees on their special day.



Ideal time for execution: on 12th Dec

Interactive games

Musical Chair competition, Quiz competition, 1-minute games, DJ Session, dumb charades, ball in the bucket, tug of war etc.



Ideal time for execution: On 12th Dec



Personalized Thank you note from Top management

A personalized “Thank you” note from the CEO or equals to all the employees in the company can be huge boost to your employee. An employee would cherish something like this forever.

Certificate of Appreciation

Alternatively, a certificate of appreciation to all the employees for their efforts in driving the organization forward.

Video Message

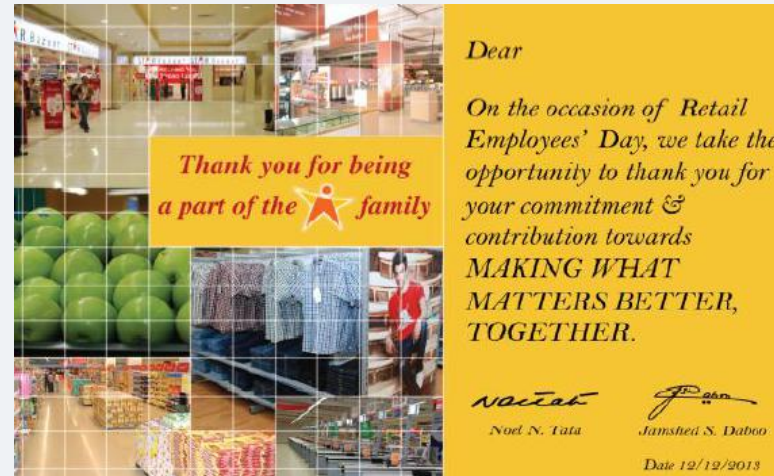
A Thank You video message that can be shown across all the stores of a retailer.

Ideal time for execution: 12th Dec

Thanking your employees at various employee touch points

Having posters/communication banners at various employee touch points within the organization. A few employee touch points can be:

- Employee Back-office Area
- Company Intranet Portal
- Employee desktop backgrounds
- Employee Canteen
- Attendance registration area.



Ideal time for execution: 1 week

Party day for Employees

The employees can celebrate the event by cutting a Thank You cake , refreshments, soft drinks etc.

A lunch/dinner treat for all the employees can be organized on that day, where they can order food from outside and eat together as a TEAM lunch/dinner inside the store



Ideal time for execution: On 12th Dec



Employee workshops

A series of workshops can be organized for Retail Employees in the mall to benefit & add value to their lives. Some of the workshops that can be organized are:

- Financial Literacy
- Self-defense workshop for the women
- Basic health care & hygiene
- Grooming for men
- Yoga workshops
- Cooking lessons
- Motivational talk

Ideal time for execution: 7th Dec – 12th Dec



Thank You Video message

A personalized “Thank you” video message from peers and seniors appreciating the effort of their colleague can be a huge boost to your employee. An employee would cherish something like this forever.

Involve your suppliers & vendors too!

Retail Employees’ Day provides an avenue for interaction between retailers and their supplier product companies. Share a Thank You message with your partners and vendors to engage with each other as one retail community



Ideal time for execution: On 12th Dec



Celebrate the day with friends & family

Invite friends and family members of all your retail associates. To make the event holistic, you can also invite your customers!

Family participation creates a high level of loyalty in employees. Such moments on Retail Employees Day will always be cherished.



Ideal time for execution: On 12th Dec

Offer special discounts to employees

You can treat the family of your employees with the brands services or allow the family to shop that day at a special price/discount more than the employee discount.



Ideal time for execution: On 12th Dec

CELEBRATION IDEAS



Customer Engagement Activities

Post-it Wall

A huge Post-it wall can be erected in the mall encouraging customers to leave Thank You messages to the employees.

This can be in-turn amplified to a level where a message is formed out of all the post-its. Eg: "Thank you Mall" "We Love Shopping here"

Malls can also have a contest asking customers to say Thank You to their favorite retailer/ provide gift vouchers etc.



Ideal time for execution: 3 weeks

Thank You Tree

Place a Tree at the exit gate / Atrium space with a bowl with small Thank you notes written. The notes will have pre-written thank yous and also space for name of the employee.

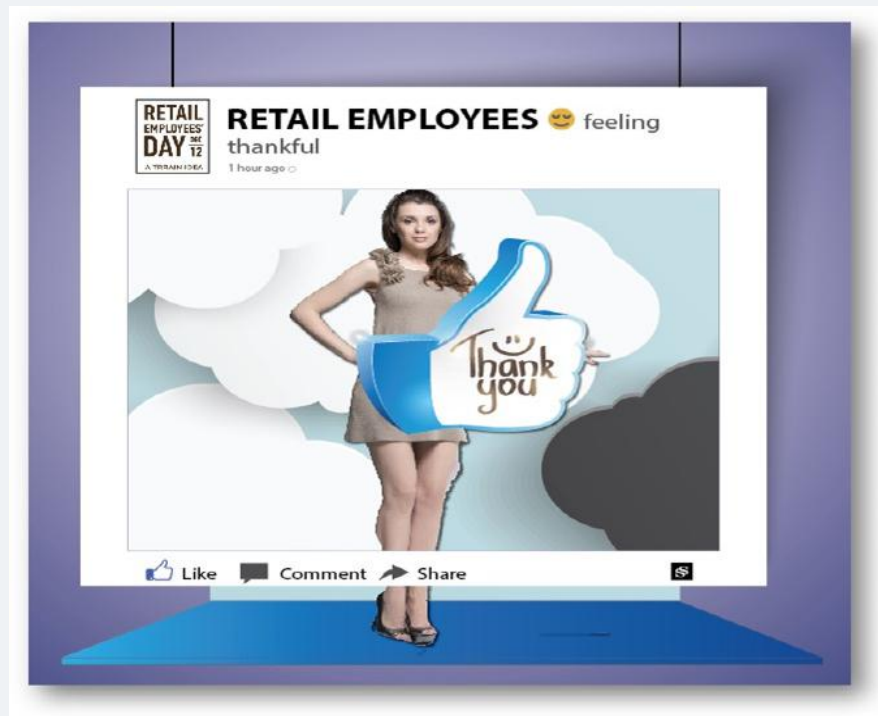
There will be a volunteer who will ask the customers to put up a thank you note on the tree for the staff.



Ideal time for execution: 3 weeks

Photograph / Selfie Corner

Create a photo booth with the brand message to generate social conversations from your customers.



Ideal time for execution: 1 week

Digital Board

A digital board/ Count down timer in the Atria Space showing the number of medals pinned/ no. of Thank yous received. It can also be a countdown for Retail Employees' day.



Ideal time for execution: 1 week

Elevator/ Escalator branding

Promotions/ Communication of Retail Employees' day on elevators & escalators of a Mall encouraging customers to Say Thank you to the mall employees.



Ideal time for execution: 1 week

Thank You card with a chocolate

Customers walking into a mall can be asked to pick up a chocolate & thank you card and gift it the employee who attends them while shopping.

This will be a beautiful way of creating empathy among the customers towards retail employees.

Thank You For Your Exemplary Service

HAPPY RETAIL
EMPLOYEES' DAY

 THE BOMBAY STORE

RED Memorabilia

Create a host of special RED merchandise to be created and gifted to all the employees in the mall.



Create a Fundraising Idea in the mall.



Reference Video- Project Sapna

Watch here : <https://www.youtube.com/watch?v=PIEiWhHinUw>

CELEBRATION IDEAS



Social & Digital Media

Stakeholders: Retailers | Brands | Malls

Campaign on Facebook & Twitter

Change your Facebook & twitter cover pictures to thank your employees.

The image shows a screenshot of a Twitter profile for TRRAIN. The profile picture is the TRRAIN logo, which consists of a stylized golden column with three flutes and the word "TRRAIN" in red below it. The banner image shows a woman smiling at a customer in a retail setting, with a man standing behind her. The banner text reads: "12TH DECEMBER. BLOCK THE DATE WITH THE ONES WHO MAKE EVERY CUSTOMER SMILE. To know more visit www.retailemployeesday.com". Below the banner, the profile statistics are displayed: TWEETS 2,912, FOLLOWING 949, FOLLOWERS 1,102, LIKES 1,052, and MOMENTS 0. There is an "Edit profile" button on the right side of the profile.

TWEETS	FOLLOWING	FOLLOWERS	LIKES	MOMENTS
2,912	949	1,102	1,052	0

Ideal time for execution: 1 week

Campaign on Facebook & Twitter

Create special posts on your Facebook & twitter to thank your employees.



REMEMBER THE ONE WHO WAITED
FOR YOU TO MAKE UP YOUR MIND?
A SMALL THANK YOU
COULD PUT A BIG SMILE ON HIS FACE.

12th December is Retail Employees' Day.
Celebrate with your favourite retail associates and share their pictures and videos.

 **RETAIL
EMPLOYEES'
DAY**
A TRRAIN-KAI INITIATIVE

Write to us: retail@trrain.org
[TRRAIN](#) [TRRAIN](#) [TRRAIN](#)



REMEMBER THE ONE WHO
HELPED YOU GET A SECOND GLANCE?
A SMALL THANK YOU
COULD PUT A BIG SMILE ON HER FACE.

12th December is Retail Employees' Day.
Celebrate with your favourite retail associates and share their pictures and videos.

 **RETAIL
EMPLOYEES'
DAY**
A TRRAIN-KAI INITIATIVE

Write to us: retail@trrain.org
[TRRAIN](#) [TRRAIN](#) [TRRAIN](#)

Ideal time for execution: 1 week



Campaign on Facebook & Twitter

Interesting & Engaging Contests - Having contests during the three day period will be a great way to connect with the community.

1. Click & tag - Click a picture of an employee at the brand store & tag the brand to thank the service.

2. What's your Thank you message? - Encouraging users to thank the retail employees' for their relentless service.

140 character Thank you messages on twitter

- Live tweeting the celebration updates & testimonials of employees participating in the celebrations.

- Use a **common hashtag #RetailEmployeesDay** in all the posts to derive traffic sources through trending topics.

- **Website Banner** thanking your employees. – Link to Retail Employees Day website

Ideal time for execution: 1 week

PR Activities

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



Radio



Celebrity Tweets



On Ground TV



Newspaper



Millions of people from the Indian & Turkey
retail industry celebrated last year.

CAN WE EXPECT YOUR SUPPORT?



A TRRAIN - RAI INITIATIVE



ARE YOU READY TO SAY THANK YOU?



A TRRAIN - RAI INITIATIVE



ARE YOU READY TO CELEBRATE RETAIL EMPLOYEES' DAY?



A TRRAIN - RAI INITIATIVE