

**RECRUITERS SAY THERE IS
SOMETHING INSPIRING
ABOUT ALL OUR STUDENTS.
IT'S THEIR ABILITY.**

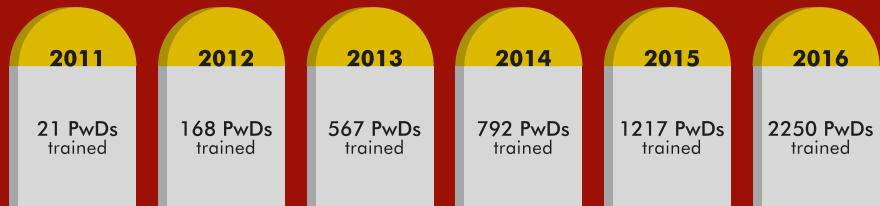


WHAT IS PANKH?

PANKH – Wings of Destiny is an initiative by Trust for Retailers & Retail Associates of India (TRRAIN) and Youth 4 Jobs Foundation (Y4J). It was created to train Persons with Disabilities (PwD), provide them employment opportunities in the retail industry and

help them live a life of dignity. The initiative seeks to create sustainable livelihoods for Persons with Disabilities and promote inclusive growth in retail by training and placing 10,000 youth every year, by 2020.

THE JOURNEY



In 5 years, we have grown from a single centre to 27 centres of training spread all across India. We have also come a long way from training our first batch of 21 students to training 2250 students and counting.



NGO Partnerships: We tie up with local NGOs that work with Persons with Disabilities and announce the training and employment specification, and invite PwD youths to participate in the screening session. Through this collaborative model we have developed a Pan India presence.

Skills Training: The training program provides the complete spectrum of retail specific skills in an interactive format. The primary focus is on three

key skills:

- Life Skills
- English Language Skills
- Retail Specific Skills such as Retail Math, Customer Handling, Cashiering, Computers and Work Readiness
- After the 45 day classroom training sessions, the students get 'On the job' training for 10-15 days in various retail formats
- Post training, students get RASCI (Retailers Associations' Skill Council of India) certification

Support to employers: On the completion of the training program, retail organizations are invited to evaluate the Pankh graduates for placements. Post the placement, the Pankh team provides support to retailers to match the roles vs. disabilities, helps the induction process and also conducts Sensitization Workshops for the retail staff. The counselor continues to be in touch with the retailer as well as the Pankh graduates to ensure no gaps in understanding.

TESTIMONIALS:

Reliance Trends – Rohit Kher, Regional Manager- HR (West)

The candidates from Pankh are very motivated. We have also received a lot of support from the trainers. As a result, the response to the staff recruited from Pankh is not only great internally, but also from the customers. As the experience of communicating with them is very heart-warming especially because of the enthusiasm, focus, sincerity and commitment they bring to their work. Values that motivate their colleagues and translate into better productivity for our organization.

HyperCITY - Nilima Raut, Senior Manager- HR

HyperCITY has had a very positive experience of hiring Pankh students. The process of recruitment was smooth because of the support received from our hiring partner TRRAIN. TRRAIN not only selects and prepares the associates prior to placement, they also conduct sensitivity workshops with other associates and managers. It is a life-changing experience for our employees to work alongside Pankh students and our customers also appreciate the effort. In fact, some of our oldest Pankh associates at our stores enjoy a great rapport with our regular customers. They infuse the teams they are in with positive energy and are punctual, focused, disciplined and a pleasure to interact with. The retention of Pankh associates is also higher than non PwD associates.

SUCCESS STORIES



Ramya, Reliance Fresh

Despite permanent damage to her shoulder and hipbone, Ramya completed her education till the 9th grade. Even though her parents saw little hope, Ramya was determined to get a job. This led her to take up the Pankh 60 day training program, which fuelled her confidence to prove herself. Today, Ramya is employed with Reliance Fresh. She's financially independent and even supports her family.



Atul Sakare, Hearing Impaired Cashier, Lifestyle, Mumbai

As a boy from a small town with a hearing disability, Atul hoped to ease his family's financial burdens after completing 10th grade. He searched in vain for a company that would look beyond his disability and give him a job. Then he made his way to Pankh in Mumbai where he received training in a supportive environment. He landed a job as a cashier at Lifestyle Pvt. Ltd. In three years, his salary has doubled, he's completing his graduation and dreams of buying a home for his parents.

PLEDGE FOR PANKH:

You can make a big difference with just a small contribution. Dedicate a part of your monthly pay cheque or participate in the marathon to help us train, empower and create employment opportunities in retail for Persons with Disabilities. Let us each do our little bit to create a more progressive and inclusive retail industry.

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