

Research

TRRAIN (Trust for Retailers and Retail Associates of India) is a non-profit dedicated to improving the lives of people in the retail sector. It runs livelihood programs like **Pankh**, which trains and supports Persons with Disabilities to secure jobs, and **TRRAINHer Ascent**, which equips young women with life skills and retail training for employment. Alongside this, TRRAIN celebrates and recognizes retail associates through initiatives such as Retail Employees' Day and the Retail Awards, helping bring dignity and visibility to their work. By partnering with companies, donors, and other organizations, TRRAIN connects marginalized communities to meaningful retail opportunities and works to make the industry more inclusive.

Founded in 2011 by B. S. Nagesh, TRRAIN was created to bridge the gap between employment opportunities and accessibility for Persons with Disabilities and young women from low-income families. Since then, it has impacted **38,000+ PwDs and 16,000+ women**.

We chose TRRAIN because it has a **strong foundation, clear impact metrics** we can track, and **direct access to internal stakeholders** for data and insights.

For our primary and secondary research on stakeholder mapping and user personas, we drew insights from multiple sources, including:

The official TRRAIN website

The company intranet

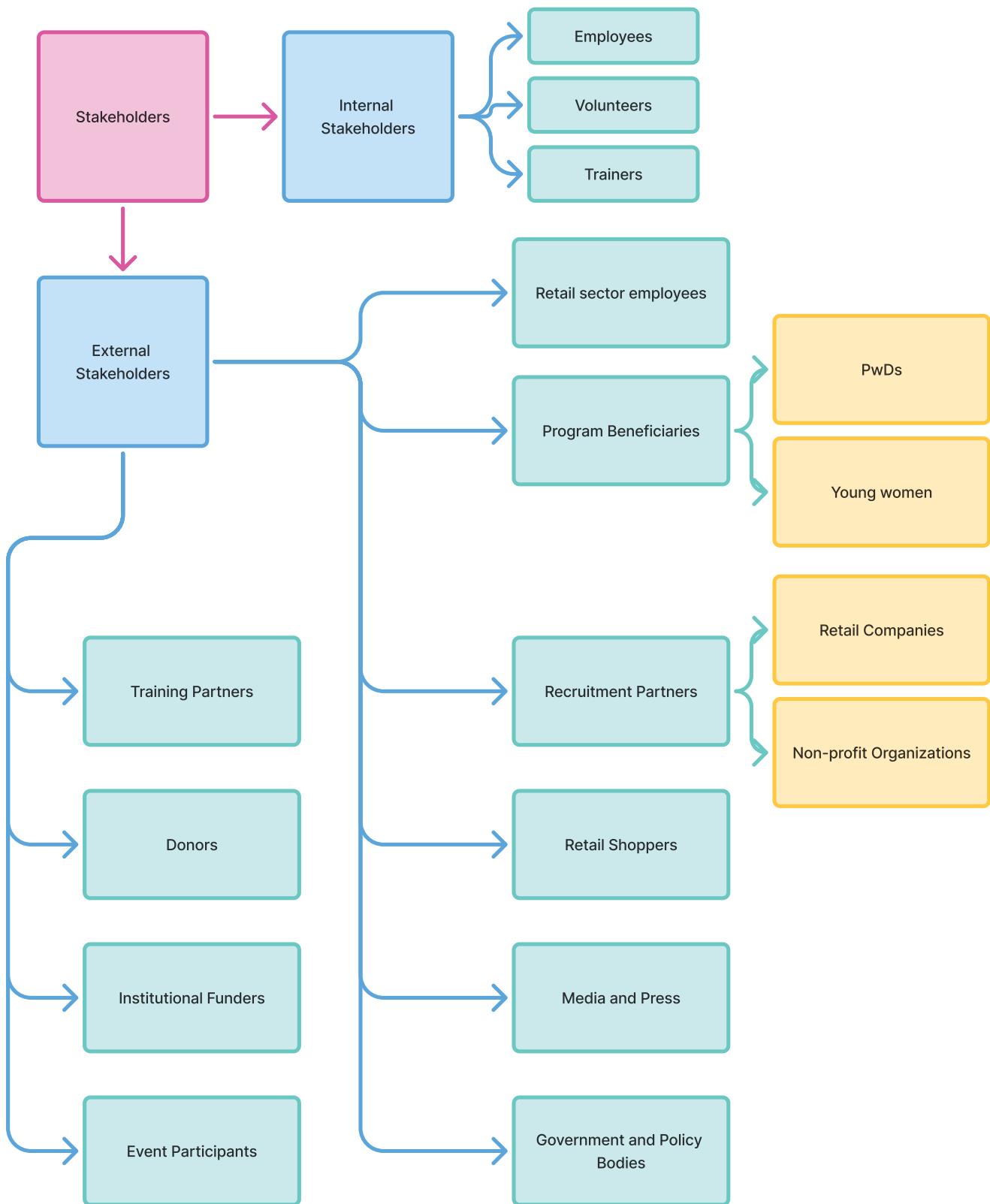
Program impact reports

Testimonials from beneficiaries who participated in TRRAIN's programs

Direct conversations with employees, such as:

- Sajidali Pathan – Chief of Digital Initiatives
- Fazilat Bivji – Impact Catalyst and Manager

Stakeholder Mapping



User Personas

Name	Role	Age	Location	Background	Goals	Needs	Pain Points
Anita	Aspiring Retail Associate (Beneficiary)	22	Tier-2 city, India	Completed 12th grade; looking for her first formal job. Comes from a low-income family.	<ul style="list-style-type: none"> Gain employable skills in retail. Achieve financial independence to support family. Find safe and respectful workplaces. 	<ul style="list-style-type: none"> Access to skill training Job placement support. Confidence buildin... 	<ul style="list-style-type: none"> Lack of exposure to formal job market. Limited access to training locally. Gender and social barriers.
Ravi	Young Man with Disability (Beneficiary)	26	Mumbai suburbs	Mild locomotor disability; previously unemployed despite being motivated.	<ul style="list-style-type: none"> Gain inclusive employment opportunities. Be treated with dignity at the workplace. Contribute financially at home. 	<ul style="list-style-type: none"> Access to skill training. Placement with inclusive corporate partners. Stories of peers who succeeded. 	<ul style="list-style-type: none"> Employers' bias about hiring PwDs. Accessibility challenges in training or workplaces.
Meera	CSR Manager (Corporate Partner)	38	Bengaluru	CSR head at a large retail chain. Wants measurable impact through CSR.	<ul style="list-style-type: none"> Partner with NGOs that align with her company's focus on skilling and inclusivity. Demonstrate social impact to leadership and stakeholders. Engage employees in meaningful volunteering. 	<ul style="list-style-type: none"> Clear partnership models. Transparent impact reports (how many beneficiaries trained/placed). Event participation opportunities. 	<ul style="list-style-type: none"> Difficulty in finding credible NGO partners. Need for strong impact metrics and stories.

TRRAIN Information Architecture

