

PARTNER OF LABOUR MOVEMENT

DD PTE LTD

Nominated by NTUC U SME.

Deepak Anandani, owner of DD Pte Ltd and the Valu\$ chain, serves on the Tripartite Cluster for Retail Industry's Progressive Wage Model (PWM) Committee. Drawing from his extensive experience as a representative of SME employers, he offers constructive feedback to enhance the retail sector.

Valu\$ proactively implemented the PWM for its employees before its official extension to the retail industry in September 2022. This initiative positively impacted over 150 retail staff across its 12 outlets.

In response to the challenges posed by COVID-19, Valu\$ transitioned to a semi-automated operational system to streamline the recording of purchases. This adaptation not only created new employment opportunities but also boosted employee productivity. The semi-automated system, operating in Valu\$ retail stores, enables the sales team to place orders in real-time via tablets, eliminating the need for physical catalogues.

Valu\$ prioritises creating age-friendly workplaces and actively supports the employability of mature workers. Employees have the flexibility to choose their preferred working hours and outlet locations. In a commitment to senior workers, Valu\$ increased its internal retirement age to 66 and re-employment to 71. Additionally, DD Pte Ltd introduced a day-off for senior employees to attend their annual health check-ups, demonstrating a dedication to employee well-being and talent retention.

Valu\$ collaborates with NTUC U SME to further support its workforce by enrolling all confirmed employees, including part-timers, for NTUC membership benefits. The company's head of human resource, Amrita Advani, alongside NTUC U SME, personally engages with Valu\$ outlets to communicate the advantages of NTUC membership.

Embracing technological advancements, Valu\$ retail stores receive automated invoices directly through their enterprise resource planning system. Employees can conveniently order goods through a digital catalogue supported by an Android app.

With the company-sponsored NTUC membership, staff can access NTUC's Union Training Assistance Programme funding for upskilling and reskilling opportunities during their free time. Valu\$ also collaborates with NTUC LearningHub to enrol over 150 retail workers in at least one approved Workforce Skills Qualification (WSQ) training course.