



INTERNATIONAL JOURNAL OF ADVANCE RESEARCH, IDEAS AND INNOVATIONS IN TECHNOLOGY

ISSN: 2454-132X

Impact factor: 6.078

(Volume 6, Issue 5)

Available online at: www.ijariit.com

JK Tyres positive impact of its corporate social responsibility activities on beneficiaries

Nikhil M. S.

nikhilms0202@gmail.com

Pooja Bhagavat Memorial Mahajana Post Graduate
Centre, Mysore, Karnataka

Bhavani M.

drddurgappa@gmail.com

Pooja Bhagavat Memorial Mahajana Post Graduate
Centre, Mysore, Karnataka

ABSTRACT

It is revealed from the data that JK Tyres Ltd Mysuru has conducted training on hygiene and water management for the beneficiaries of this particular scheme but it is revealed from the analysis that 38 per cent of the respondents were not at all aware of the training programme conducted by the company. About 5 per cent of the respondents did not attend the training programme due to their personal reasons though they were aware of the training programme. It is revealed from the study that the majority of the respondents, when asked to rate the usage of toilet under various aspects like effective operation, convenience, cleanliness, smell and ease of repair rated good which gives the meaning that they are happy with the benefit they have received., During the study it was revealed that many families migrated newly to the villages where the toilets were constructed and the newly migrant families have not received the facilities. Respective authorities can think of considering those families in the coming FY and provide them with the needful. It is revealed from the data that about 38 per cent of the respondents were not aware of the training programme, respective authorities must see to it that all the beneficiaries will receive the information regarding the activities. Researcher while interacting with the respondents found that there were more number of people in few houses and they had only one toilet. Respective authorities can think of providing them with the alternatives. It is found during the analysis that many houses did not have direct water facility to their toilets. While giving the benefits authorities can consider providing such additional facilities as well. Many of the beneficiaries requested for a street lights and water tanks in their villages. The authorities can consider these as well while planning the Corporate Social Responsibility activities in the coming financial years.

Keywords: Corporate, Social responsibility, beneficiaries, JK Tyres

1. INTRODUCTION

Corporate social responsibility (CSR) is a medium of analyzing the interdependent relationships that exist among businesses, economic systems, and the communities within which they are based. The notion of firms to look beyond profits to their role in society is generally termed Corporate Social Responsibility (CSR). The World Business Council for Sustainable Development (WBCSD) defines, CSR is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large.

The concept behind the term Corporate Social Responsibility is dated back to ancient times where in the organizations carried out some charitable donations, helping the poor and the disadvantaged. In late 1960's the Multinational companies first introduced the term stakeholder and in turn was used to refer to those who were benefited by the organization's initiatives. Gradually, the term "Corporate Social Responsibility" came into existence. Corporate Social Responsibility is principally the idea that all organizations should develop its internal business operations and attractiveness that will contribute to a better society and greener environment. Corporate Social Responsibility is a recent phenomenon followed by organizations. The demand for Corporate Social Responsibility has increased the need for the organizations, Non-Government Organizations and Government to create awareness and stress its importance.

The concept of Corporate Social Responsibility has been viewed as an act of supporting the socially under privileged people. Corporate Social Responsibility has advanced and progressed in the recent past. Well-defined business objectives that insist on the welfare of the society are required, in order to survive in this competitive environment and the current trends of globalization has brought about the need for this focused business practices. In spite India passing the traditions on Corporate Social Responsibility,

there is not much awareness about CSR practices. In recent years, lot of activities had been under-taken to make Indian Entrepreneurs understand the inclusion of Corporate Social Responsibility in the business objectives.

Product industries are accepting CSR as a strategy because it maximizes the profit, customer loyalty, trust and helps to build a positive brand image. Although corporates are participating in Corporate Social Responsibility and spending huge amounts on CSR strategies, there are customers who are not satisfied and shift to other products, however there has been very little research done on the consumer reactions towards different approaches of CSR. This study helps to understand the consumer responses towards the firms CSR.

Corporate Social Responsibility is a tool to enhance the businesses of a company by creating brand attractiveness to others. Multi-National companies do possess framework to engage in CSR activities which is on area part of the firm’s primary objectives. The European Commission in 2011 redefined corporate social responsibility as “the responsibility of enterprises for their impact on society”. CSR activities bring a positive effect on the communities, societies and environments in which they work, thus CSR has now been accepted as one of the organizational objectives of business.

1.1 The Modern Corporate Social Responsibility

Corporate Social Responsibility awareness among the consumers.

Developed countries like U.S, U.K and many European countries do possess a stronger framework of CSR activities with guidelines to be practiced by their organization. The World Business Council for Sustainable Development in 2001 highlighted the contribution of Corporate Social Responsibility towards business commitment, sustainable development, Corporate Social Responsibility benefits towards employees and finally towards communities of society. Most of the companies have adopted Corporate Social Responsibility to satisfy their stakeholders and understand their need towards each stakeholder.

In most of the developing countries, Corporate Social Responsibility and philanthropy are interrelated due to their cultural traditions. Asian Countries do follow ethical practices and carry out philanthropic activities related to corporate social responsibility. The developing countries have to practice the international CSR standards, policies and principles. They are finding it difficult to practice due to the cultural differences.

1.2 Corporate Social Responsibility in India

The history of Corporate Social Responsibility in India dates back to 18th century which has been highlighted in Kautilya’s Arthashastra. During the initial days of Corporate Social Responsibility practices, the two major themes in India focused on philanthropic activities and community development. In India philanthropy has been a part of business activity as well as ethical business practices. During the mid-twentieth century, Western Business Models and Practices were adopted by large companies in India. In 1980s, Corporate Social Responsibility in India started to show notable changes from conventional philanthropic activities to stakeholder and multi-stakeholder approach. Corporate Social Responsibility has been accepted as an essential part of business strategy in major industries in India.

Corporate Social Responsibility plays a very important role in organizations and in Indian economy. Indian companies have realized the importance of practicing Corporate Social Responsibility as they have understood that the ultimate goal is not only to make profits but also to enrich the society towards economic development. Maintaining a balance between the economic goals, communal goals and social goals mark the strengths of the good Corporate Social Responsibility practices. The Corporate governance framework insists on aligning the interest of Corporations, individuals and the society. Corporate Governance and Corporate responsibility are inter-related.

India is the first country to enact the New Companies Act in April 2013 on Corporate Social Responsibility spending. This act was amended in April 2014 which states that the companies need to spend 2% of their net profit on Corporate Social Responsibility.

Table 1: Table Showing the Percentage of CSR Spending

Profit after Tax of the company in the previous year	Range of budgetary allocation for CSR and sustainability activities
Less than INR 100 crore	3%-5%
INR 100 crore to INR 500 crore	2%-3%
INR 500 Crore and above	1%-2%

Source: The revised guidelines by DPE, with effect from 1 April 2013

The above table 1.1 shows the percentage of budget allocated for CSR based on the profit after Tax of the company by the department of public enterprises (DPE). The companies with net profit of less than Rs 100 crore, Rs 100 to Rs500 crore and Rs 500 & above crores have to spend 3-5 %, 2-3 % and 1-2 % of their net profit on Corporate Social Responsibility respectively. Though Corporate Social Responsibility emerged focusing as an economic interest, over the time it expanded its interest on both economic and social aspects. Bajpai (2001) stated that an ideal Corporate Social Responsibility comprises of both ethical and philosophical aspects. In India, there exists an extensive gap between sections of people in terms of income and standards as well as socio- economic status. Companies also report the CSR accounting in their websites and it is transparent to all stakeholders. CSR initiatives of a company have also been incorporated in their annual reports.

An attempt is made to study the formation of CSR activities and the impact it will create on the lives of beneficiaries. The objective

of the study is to test the impact on the social life of the beneficiaries. Scope is limited to only one manufacturing concern i.e., J K Tyres limited Mysore. Evaluation is done based on the secondary data obtained through annual report of J K Tyres limited and articles of the other research scholars. Primary data are collected through questionnaires and schedules by visiting beneficiaries of the CSR activities performed by JK Tyres.

1.3 Statement of the Problem

After CSR became compulsory in the companies act of 2013 it became a marketing and branding tool as well for the companies. However, many of the companies do it only for the sake of legality and not for the sake of responsibility. In many of the literature reviewed companies failed even in creating the awareness about their CSR activities. Other companies have poor or low level of implementation of these activities. When it comes to manufacturing concerns the embark on the implementation of CSR activities is remarkable. The reason is the sense of responsibility towards society or any other thing but as a matter of fact manufacturing concerns are the ones who are liable for the damage of the environment as their contribution towards that cause is higher compared to other type of industries also there is very limited data available about the impact of CSR activities on the life of the beneficiaries. Hence, this study deals in measuring the effective implementation of CSR activities of a manufacturing concern and its impact on the lives of the beneficiaries in and around Mysuru.

1.4 Scope of the Study

Scope of the study consists of Corporate Social Responsibility activities adopted by the various manufacturing concerns namely, CEAT Tyres, Apollo Tyres and TVS tyres. The scope of study extends to know the impact of CSR activity initiated by Jk Tyre Ltd Mysuru, a manufacturing concern on sanitation and its implementation in the villages Sabbnahalli, DMG halli, Gerasanahalli, Mydanahalli, Doddatti Hundi and Haalebeedu.

Objectives of the Study

The objectives of the study are:

- To gain the Conceptual Knowledge on Corporate Social Responsibility.
- To study the initiatives of CSR activities by various manufacturing concerns.
- To measure the impact of CSR activities initiated by JK Tyres Ltd Mysuru on the beneficiaries.
- To provide suggestions based upon the analysis on the data.

2. METHODOLOGY

The study is of descriptive nature. The present study includes the primary data collected by the beneficiaries of CSR activities initiated by JK Tyres Ltd Mysuru by using the tool schedule under interview method. The population of the study is the beneficiaries of CSR activities initiated by Jk Tyres Ltd Mysore. About 90 samples were considered for the study to collect primary data. Secondary sources of data were collected from similar research articles in the journals, websites and from the annual report of the various manufacturing concerns to know the CSR activities adopted by CEAT tyres, Apollo tyres and TVS tyres.

The target population for this study was the beneficiaries who has received the benefits through the Corporate Social Responsibility performed by JK Tyres Ltd Mysuru. A schedule was prepared in order to collect the data from the sample which consists of 90 respondents by using convenient sampling technique. Collected data was coded and then the analysis was made using the statistical tool like frequency and percentage. Based on the analysis interpretations were drawn.

2.1 Corporate Social Responsibility of manufacturing industry

Corporate Social Responsibility means that a company takes steps to ensure there are positive social and environmental effects associated with the way the business operates. Businesses that engage in active CSR efforts take stock of the way they operate in the world to incorporate addressing cultural and social issues, with the aim of benefiting both in the process. Not only can CSR models increase business and revenue, they promote change and progress throughout the world, which often involves helping people with few or no resources. CSR is viewed different from philanthropy. When properly implemented, it should become ingrained in the values and culture of a company, and positively affect the way the company does business. CSR should become inherent in the mission and message of an organization, and also hold a strong place in marketing and advertising. Companies should be aware that promoting their CSR model only benefits the company if they are already acting on their plan. Otherwise, falsely claiming to bring social change to those in need could lead to bad publicity.

Businesses that ignore corporate social responsibility run a risk to their bottom line and their brand. Having a bad reputation socially and environmentally can create serious negative effects on the overall profitability and success of a company, as nowadays consumers want to spend their money on products and services that they believe in, and engage with companies that follow ethical practices that meet their own beliefs. In order to know the various ways of Corporate Social Responsibilities being implemented in the manufacturing industry, the researcher have made a study on different manufacturing industries Corporate Social Responsibility activities in this chapter.

2.2 Corporate Social Reasonability activities of CEAT Tyres

The Company commissioned Tata Institute of Social Sciences (TISS) to identify social needs and gaps in and around the geographies it operates. As recommended by TISS in its report, The Company, for achieving its CSR objectives, will operate at three tiers of the ecosystem, which it believes encircles its philosophy & values:

2.2.1 Tier 1 (Plant's Local Community): Development of the local vicinity around the Company's plants in the areas of Primary Education, Skill development and Community Development via Health, Nutrition & Water based interventions.

- **Pehlay Akshar** program is a large-scale program for Primary Education with special focus on practical English speaking & reading skills to enhance employability. Pehlay Akshar operates at all our locations across India. Primary education is a critical social need in India and is aligned with the UN MDGs. The Pehlay Akshar program seeks to address this social need gap. This education project works for children studying in the Municipal and public schools wherein the intervention begins from the IV standard and continues till the VIII standard.

"Pehlay Akshar's" goal is to impart English fluency, both spoken and reading, to children thereby enabling them towards future employability. The practical spoken English skills will gear them towards a plethora of careers (retail/call centres/service industry etc) and the practical reading skills will enable them to participate in the online 'Web & Mobile' revolution so they can fit into the global economies of the future by being able to read the e-content in English.

- **Saksham**, a skill development program will focus on alternate livelihoods training for women & technical training for youth.

Saksham for Youth

Enabling unemployed youth, school dropouts, etc. to be economically self-sustained via provision of vocational technical training. Capacity building of ITI and Technical schools running under the Government machinery.

Saksham for Women

Providing multi-skill training to women leading to their economic empowerment via alternate livelihoods eg. Tailoring, patient care etc

- **Jeevan** is an integrated community project which will focus on improving all round quality of life in the areas of clean drinking water, sanitation and overall health and nutrition-based interventions amongst others. These have been identified as critical local need gaps from the baseline study done by Tata Institute of Social Sciences (TISS), CSR Hub.

Carrying out water-based intervention in the rural communities thereby reducing water borne diseases & improvement of overall health. Reduce level of malnutrition amongst young children in the age group of 1 year to 3 years. Health awareness drives amongst women, adolescents & children.

2.2.2 Tier 2 (Company Level): Promotion of Gender Equality & Women's Empowerment by driving powerful social change in the motor driving/transport industry through Swayam program which aims to empower women by training them in driving skills to enhance their livelihood across various sectors...cab transportation, home care, patient care, school care etc.

Goals of the programme are:

- Empowering women through Driving skills and enabling them to be economically self-reliant and confident thereby bridging a large need gap in the transport sector.
- Drive social change by promoting gender equality in the largely male dominated bastion of motor driving skills.
- Empowering women through enriched Driving Training via a multitude of allied skills and link them to potential employers in different sectors-transport (taxi cab)/home care/patient care, school care etc.
- Cover the gamut from mobilization to placement through various project implementation milestones.

2.2.3 Tier 3 (Society at large): India has the world's largest blind population (18Mn) and nearly 80% of the cases are preventable with suitable & timely eye care interventions. Our flagship Netranjali project is a Vision/ Eye care initiative which will focus on eye care interventions ranging from children to senior citizens thus reducing the incidence of preventable blindness.

2.3 Corporate Social Responsibility activities of Apollo Tyres Health

Within Social category, there is Health theme that has following projects:

2.3.1 General Health and HIV/AIDS Awareness & Prevention Programme: Started in 2001, Apollo has a comprehensive programme on HIV- AIDS focusing on key stakeholders i.e. employees, customer, supply chain partners and community in India operations. The focus of the programme is on awareness and prevention aspect of the epidemic.

The company has targeted interventions at 26 Health Care Centers in transport hubs focusing on truck drivers, commercial sex workers, and migrant labour in that location. The Centres offer a spectrum of services i.e. Behavior Change Communication (BCC), Sexually Transmitted Infection Treatment (STI,) Counselling, Peer Education Programme, Condom Promotion, Integrated Counselling and Testing Centre support, Substance abuse Integration. The services also include doctors' consultation at a nominal fee, free medicines and counseling facility.

Employee welfare is the top most priority of the organization. A comprehensive workplace programme has been chalked out in partnership with International Labour Organization (ILO). A group of employees were trained as Master Trainers (MTs) to spread awareness on HIV-AIDS. These trainers regularly carry out training and awareness sessions for employees at Apollo.

2.3.2 Vision Care: Apollo Tyres has recently initiated services for vision care for truck drivers and allied population at transport nagars (hub). This is an outcome of vision being a concern/ problem that contributes to road accidents. Under this initiative periodic eye checkup camps are organized for the truck drivers in transport nagars. Spectacles are distributed at low cost rate to the people identified with refractive error issues. Cataract patients are linked with nearby hospitals for further treatment.

2.3.3 Substance abuse awareness programme: Alcohol and tobacco consumption in its various forms was identified as health and business risk. The objective of the programme is to create awareness about the ill effects of substance abuse on health and reduces

consumption. The programme is targeted to improve the health status of the employees and customers. The programme offers many services like behavior change communication, counselling of chronic cases, linkage with de-addiction centers for treatment.

2.3.4 Promotion of Health and Sanitation: As per the identified need of the community in Mathur & Oragadam, Vallakotai and Senakuppam Villages of Chennai location, a project on health and sanitation has been undertaken. The objective of the project is to reduce the habit of open defecation and also increase awareness on personal hygiene. Under this initiative 335 toilets were constructed in partnership with local panchayat and in alignment with national agenda Swachh Bharat Abhiyan. Awareness session on menstruation and personal hygiene were conducted with adolescent girls more than 500 girls were outreached.

2.4 Community Development

We at Apollo strive to impact lives and make a difference. We have a great relationship with all our stakeholders but more importantly with the community around us. As part of our CSR activities, we have various community development programs based on the following themes:

2.4.1 Livelihood and Skill building Programme: The organization has identified community around its plants as a key stakeholder. The community engagement is undertaken through a structured process. Post a thorough mapping and needs assessment findings, a community engagement programme is defined and implemented. The projects may relate to either social need such as, women empowerment or economic need such as, income generation and improved farming practices etc. The programme focuses on generating livelihood and improving the well-being of the community around the manufacturing units. The initiatives follow a well-defined strategy to ensure that the key needs of the stakeholders are met. Under the banner of **Navya-New Beginning**, skill building and entrepreneur development training, programmes are designed for women and unemployed youths. They are trained in many vocational skills such as apparel making, jewellery designing, nursing, beautician, housekeeping, soap and detergent making, Khakhra Making, rubber sheet making, mushroom cultivation, apiculture etc. Trained beneficiaries are further linked with the market and service sector for employment. As an outcome of the training, the women in the project locations have formed their own women cooperative, and some have become entrepreneurs creating successful stories.

2.4.2 Improved Farming Practice: This project supports the farming community by training them on modern farming techniques and ways to increase agricultural productivity. It also offers services related to livestock care and management. Awareness programmes related to livestock care management practices and breeding camps are also organized under this initiative. As an outcome of this project, women in the neighboring community of the Limda plant have opened a dairy wherein they earn 4500-5000 INR per month from milk sale.

2.5 Philanthropy Initiatives

The organization also provides support towards philanthropic initiatives. Within India, an allocated budget from the mandatory CSR spend is towards philanthropic initiatives. The initiatives are carried out under specific thrust areas i.e. Health, Education & Support to differently able & disadvantaged section of society.

Under it, the following APMEA operations were undertaken.

2.6 Disaster relief operations

Support for the Nepal earthquake victims poured in from all quarters at Apollo Tyres. The funds collected helped in providing emergency support like food, water, clothes, etc. to the victims. This initiative was undertaken with the help of our partner Akshaya Patra Foundation UK. The accumulated donations were made to the Prime Minister Relief Fund. Apart from the donation and immediate assistance, Apollo Tyres took additional steps to contribute towards rebuilding infrastructure for the poor in Nepal. In partnership with The Global Education and Leadership Foundation (TGELF), Apollo Tyres undertook the rehabilitation of three remote villages of Nepal populated by the economically underprivileged. Despite the difficulties faced due to torrential rains and the remote location of the villages, the team successfully managed to construct over 450 disaster model toilets and provided solar lanterns to the villagers. The operations benefited over 800 households.

Table 2: Corporate Social Responsibility activities of TVS Tyres

S. No.	CSR Project	Sector in which the project is covered
1.	Strengthening Village Level Organization	Children and Women Development
2.	Intellectual Development	Education Enhancement for School and Palwadi Children, Tamil Nadu
3.	Health	Anemia Management and Preventive Health Care, Tamil Nadu
4.	Livelihood Enhancement	Entrepreneurship Development for women and Youth, Tamil Nadu
5.	Environmental Development	Water and Sanitation and Rural Development, Tamil Nadu
6.	Livelihood Enhancement	Health and Nutrition, New Delhi
7.	Intellectual Development	Education and Employment, Tamil Nadu
8.	Protection of National Heritage	Art, Culture and Sports, Tamil Nadu

In addition to the above-mentioned projects TVS Tyres have adopted various other projects as well. They are:

- (a) **ECONOMIC DEVELOPMENT:** Empowering women through self-help groups; promoting improved agriculture practices through adoption of scientific methods of agriculture; improve livestock management through organizing of regular veterinary camps in rural areas; improve employability by providing enhancing vocational skills and providing career counselling. Survival, protection and education of girl children will be given primary focus to improve child sex ratio.
- (b) **EDUCATION:** Promoting education, including special education, especially among children, women and the differently abled, including by way of setting up of balwadis in rural areas; establishing village level adult education centres, contributing towards improving the infrastructure of schools by building additional classrooms and other infrastructure, providing study and play materials, building of toilets and ensuring adequate water supply. Providing special care to introduce digital technology in primary and secondary education for improving quality of education.
- (c) **ENVIRONMENT:** Ensuring environmental sustainability, ecological balance, protection of flora and fauna, animal welfare, agroforestry, conservation of natural resources and maintaining quality of soil, air and water, including by way of : (i) educating the public on effective solid waste management; (ii) construction and periodic cleaning of drains for free flow of liquid waste; (iii) undertaking afforestation measures and supporting conservation measures to protect forest areas and prevent forest fires; and (iv) construction of various water and soil conservation structures, including rain water harvesting systems to increase the groundwater level, reduce soil erosion and increase crop cultivation area.
- (d) **HEALTH:** Reduction of infant mortality and maternal mortality rate; reduction of malnutrition among children; reduction of anemia among women by conducting nutrition demonstration programmes and supply of iron and calcium supplements to women and especially people belonging to the weaker section of society. Reduction of open defecation by individuals by construction of toilets and promoting awareness of the disadvantages of open defecation; and promoting access to safe drinking water.
- (e) **HUNGER, POVERTY, MALNUTRITION AND HEALTH:** Eradicating extreme hunger, poverty and malnutrition, promoting preventive healthcare and sanitation.
- (f) **NATIONAL HERITAGE, ART AND CULTURE:** Protecting national heritage, art and culture including restoration of buildings and sites of historical importance and works of art, setting up public libraries and promoting and developing traditional arts and handicrafts.

3. ORGANIZATION PROFILE JK TYRES AND INDUSTRY LTD

JK industry was started by Late Lala Juggilal Singhani who had a board vision and was inspired by Swadeshi movement of Mahatma Gandhi. JK organization was started by in 19th century. Further industrial diversification was carried by Lala Kamalapat's 3 sons Sir Padmapat, Lala Kailsashpat and Lakshmiapat.

JK organization is one of the topmost tyre industries which have led to the economic and social growth of India. It is also creating job opportunities to lot of people and also manufactures high quality of products. It also came out with new technology to carry on its manufacturing process and has also taken industrial ventures in several countries. It is an association of industries and commercial and charitable trust. Nearly 50000 employees are engaged in manufacturing of variety of products. Trust is involved in promoting industrial, technical, educational, religious views, better living and various recreational facilities, Hence JK industry is contributing to the human advancement.

Table 3: Table Showing the Background of the Company

Year	Company	Production
1933	Juggilal Kamalapat cottons Spinning and weaving mills Kanpur in India	Manufacture of Calico Prints
1940	JK iron and steel co, Ltd Kanpur	Manufacture of steel bailing hoops for jute and cotton
1944	Indian Bauxite Aluminium Corporation of India Ltd Jayakayanagara	Produce Aluminium Virgin metal
1949	JK Engineers file Bombay India	Manufacturing of Engineering files
1959	Plant in India	Continues process of Rayon
1960	Kandsari sugar plant in India	Hydraulically operated cane crushing mill
1961	JK chemicals ltd, Bombay	Production of Hydrosulphite of soda by

S. No	Name of the promoters	Designation
1	Dr. Ragupati singhania	Chairman and Managing director
2	Arun K. Bajoria	Director and president international operations
3	Vivek kamara	President- India
4	VK Misra	Technical Director
5	AK Kinra	Finance director
6	Vikram Malhotra	Marketing Director
7	Dr. R Mukhopadhyay	Director(R&D)
8	AK Makkar	Manufacturing Director
9	Anshuman Singhania	Whole time Director
10	Sanjiv saxena	VP Corporate accounts
11	Ashish pandey	VP- Materials

Vision, Mission and Quality Profile:

Vision: “To be the amongst the most admired companies in India committed to excellence.”

Mission:

- To be a customer obsessed company.
- To be the largest and most profitable tyre company in India.
- To retain number 1 position in truck and bus segment to be amongst to 2 in all other 4 wheelers tyres.
- To make truck/Bus radial operations profitable and leadership in the passenger radial market.
- To enhance value to shareholders and services to all stakeholders.
- To excel as value driven organization.

Quality profile:

- The people of JK tyres have an organization committee to quality in everything they do.
- They continuously anticipate and understand customer convert these into performance standards for their product and service and to meet the standard every time.

Table 4: Table Showing the Details of Exports by JK Tyres

Central and North America	South America	Asia-pacific
U.S.A	Brazil	Australia
Canada	Chile	Mauritius
Ecuador		Vietnam
Guatemala		Philippines
Mexico		China
Panama		Malaysia
Jamaica		
Honduras		

Area of Operation: A JK tyre has acquired its brand name whole market in the world. It has created brand name to India as JK tyres and Vikrant tyres hence it acquires no 1 position in tyres market 30% of tyres are exported to 60 continents. A JK tyre has its companies at International levels which includes 68 countries and 8 continents. The company has technical team supporters in U.S Europe, South America and Middle east and also it has strong distribution network for its products. Various companies to which company exports its products include U.S.A U.K New Zealand Hong Kong and Host of Middle east, African and Asian countries.

JKIT-VTL includes various groups which it supplies tyres as follows:

- Original equipment manufacturers
- Export
- Replacement market
- Government (DGS and d. Civil and defense)
- State transport undertaking

Infrastructure Facilities: It consists of basic infrastructural which company should have, to carry out its activities. The company is providing following infrastructural facilities to its distributors. Workers and also to its customers

First and appliance: If any minor or major accidents take place in the company, there exists health care center inside the industry. If any minor accident takes place the first and facility is provided immediately there itself but if any major accident takes place they are taken into hospital and company has 2 ambulances if any accident takes place.

Safety: It also provides safety measures to its employees when they engaged in work. The workers are provided with goggles, gloves, earplugs, fire extinguisher etc. The workers are also trained with safety measures.

Canteen: According to Section 48(1) it is compulsory to provide canteen facilities where 200 employees are engaged in the plant. Vikrant provides wellp0 furnished canteen facilities to its employees and also 100% subsidy is provided for coffee, tea and meals.

Cultural activities: Company also conducts sports and cultural activities to employees for the purpose of refreshment. It is conducted every year on Kannada Rajyothsava to employees on the company.

Counselling for the spouse children: Counselling experts are hired for the purpose of counselling and also undertake health care facilities of employee’s spouse and children.

Uniform, shoes etc.: Company also provides employees with uniforms, shoes according to the contact between management and trade union.

Rest rooms: Rest room infrastructure facilities are also provided to employees in JK tyres for the purpose of relax during intervals.

Meeting rooms: Meeting rooms are available when there is urgent meeting in the company. When meetings are called employees are assembled at meeting room for purpose of any meeting.

Competitors Information: A JK tyres has its competitors at national and also international market level. The various competitors of JK tyres at national market levels are:

- Apollo
- Goodyear
- MRF
- Falcon

It has also has its competitors at international level such as:

- Pirelli
- Bridgestone
- Michelin
- Sumitomo
- Copper

Future Growth and Prospectus:

- Company wants to be No 1 tyre manufacturing in India
- It also aims to increase its profit and to produce good quality of products
- The company wants to be one of the biggest exports in India
- It also wants to be a customer occupier company.

Turnover and Profit After Tax (in crores)

Particulars	As on March	As on	As on	As on
	31, 2017 Stand	March 31, 2018 alone	March 2017 Consolidated	March 31, 2018
Turnover	6,667.17	6,610.95	8,383.28	8,543.41
Operating profit (PBIDT)	805.62	519.79	1,197.84	883.18
Finance costs	267.58	274.12	440.36	465.50
Profit before Tax (PBT)	459.70	63.85	535.24	106.81
Tax expenditure	127.57	20.76	155.42	43.89
Profit after Tax (PAT)	332.13	43.09	379.82	62.92

Payment for Employee Benefits (` in crore)

Particulars	FY 2016-17	FY 2017-18
Employee benefits (including retirement benefits)	556.51	533.60

Payments to Providers of Capital (` in crore)

Particulars	FY 2016-17	FY 2017-18
Finance cost	267.58	274.12
Proposed dividend	56.70	34.02
Total	324.28	308.14

Payments for Community Investments (` in crore)

Particulars	FY 2016-17	FY 2017-18
CSR expenditure	4.35	4.56
Donations/ contributions	0.26	5.10

Capital Employed (in crore)

Sl. Particulars No.	As on March 31,	As on March 31,	As on March 31,	As on March 31,
	2017 Stand	2018 alone	2017 Consolidated	2018
(a) Equity (net worth)	1,673.95	1,644.29	2,109.79	2,103.11
(b) Debt				
Long-term borrowings	1,637.28	1,457.75	3,570.32	3,126.45
Short-term borrowings	1,494.54	1,522.38	1,805.74	1,862.2
Payable in one year	243.03	517.95	278.59	822.63
Total debt (b)	3,374.85	3,498.08	5,654.65	5,811.28
(c) Capital work in progress	131.24	83.31	321.22	308.51
Capital employed (a+b-c)	4,917.56	5,059.06	7,443.22	7,605.88

4. ANALYSIS AND INTERPRETATION

This study has an objective to measure the impact of CSR activities initiated by various companies on beneficiaries. In order to achieve the above-mentioned objective, JK Tyres Ltd Mysuru was considered for this study. JK Tyres Ltd Mysuru had initiated various activities under Corporate Social Responsibility. Those activities are:

Adoption of Villages

Under CSR initiative of JK Tyre & Industries Ltd., Vikrant Tyre Plant, Mysuru, JK Tyres Ltd Mysuru have adopted 5 Villages namely Mydanahalli, Buchahalli, Mudalakoppalu, Halebeedu & Devarahalli in BilikereHobli, Hunasur Taluk, Mysuru Dist. JK Tyres Ltd Mysuru have focused on comprehensive development of these villages, mainly in the areas of Health, Education, Environment Sustainability, Sanitation, Agriculture improvement, Water Management, etc.

Adoption of Govt. Schools

Under CSR initiative, JK Tyres Ltd Mysuru adopted 3 Govt. schools (i.e., Govt. Primary school, Myduanahalli, Govt. Primary School Buchahalli & Govt. High School, Hosahalli) & JK Tyres Ltd Mysuru have provided needy Benches, Racks, Paining & Artistic work, Play Ground development, library facility & Greenery maintenance, etc.

Livelihood Enhancement & Water Management Project

“To attain overall development of selected villages of Hunasur Taluk (Mysuru District) by achieving sustainable development in agricultural, water resources, animal husbandry, employment generation, and social development including educational improvement.”

- Mango Tree Plantation -5000 Nos
- Vermi-compost Units- 15 Nos
- Bore wellrecharge Units – 3 Nos
- Tank De-siltation- 4 Nos
- Trench cum bunding– 253.4 Hectors
- Rain Water Harvesting Units – 03 Nos
- Farm Ponds – 21 Nos

Adult Literacy Project in Central Prison, Mysuru & Remote Villages: JK organization has always believed in the importance of learning, appreciating the fact that if adults are literate, the entire family will benefit and it will lead to growth of the whole community, the village and the country. JK Tyres Ltd Mysuru have started Adult Literacy Program in 2005-06 with the intention to convert illiterates into literates for better India looking at our country's illiteracy rate. So far JK Tyres Ltd Mysuru have made 22,574 people literate in remote villages of Mysuru District & Central Prison Mysore.

Children Career Counselling Program: Since FY 2008-09, JK Tyres Ltd Mysuru have been conducting the ‘Children Career Counselling Programme’ for employees’ Children of our company and for the rural students who are studying in SSLC & PUC. Total 5171 students got benefitted in this project. Objective of this program was to” Impart Study Skills & to bring the Rural Students to the main stream of Competitive Academic Education”.

Adoption of ITIs & JK New ITI Building at Madduru: JK Tyres Ltd Mysuru have adopted two Govt. ITI Colleges i.e. in Maddur & Mysore (Under PPP model) in the year of 2009-10. JK Tyres Ltd Mysuru have been conducting remedial classes for students like; Personality development, Computer knowledge & Spoken English every year & also with Combined efforts of JK management & ITI Govt. Staff, JK Tyres Ltd Mysuru have come up with a new building for ITI College at Madduru.

Free General Medical Check-up Camp: Since FY 2005-06, JK Tyres Ltd Mysuru have been conducting the ‘Free General Medical Check-up Camps’ in remote villages. So for 5290 beneficiaries from Poor Communities of the society got benefitted by 23 such camps conducted by us in nearby villages and surrounding industrial areas.

Voluntary Blood Donation Camp: Every year, JK Tyres Ltd Mysuru have been organizing Voluntary Blood Donation Camp, to commemorate the Birth Anniversary of our Beloved Chairman Late Shri Hari Shankar Singhaniaji since 2014. Till now: On 20th June of every year about 3700 people have donated blood for this cause.

HIV/AIDS Awareness Program: Since FY 2008-09, JK Tyres Ltd Mysuru have been conducting HIV-AIDS awareness program every year in schools, Colleges & remote villages. So for 12958 beneficiaries (Community people & Students) got benefitted in these programs.

Road Safety Awareness Program: JK Tyres Ltd Mysuru have been conducting Road Safety awareness program in every year in schools, Colleges & remote villages. So for 6698 beneficiaries (Community people & Students) got benefitted in these programs.

Sanitation Project Under Swatch Bharat Mission: Under CSR Initiative JK Tyres Ltd Mysuru have constructed 652 Household Toilets under “Sanitation Project” under Swatch Bharat Abhiyan at 10 Villages (Hunasur Tq, Mysuru Dist..) in collaboration with MYKAPS (NGO) & Zilla Panchayat, Mysuru. (100% Elimination of open defecation in 10 villages)

Public Road Maintenance Under Swatch Bharat Abhiyan: JK Tyres Ltd Mysuru have adopted 1.5km public road under swatch Bharat mission namely Shri Lakshmi Pat Singhania Road.

Environment Sustainability: Since 2002, every Year, JK Tyres Ltd Mysuru have been initiating samplings plantation and more than 2000 samplings have been planted year on year in remote Villages & also public places and JK Tyres Ltd Mysuru have maintained 5-acre Green Belt area (Near TRP-II) under Swatch Bharat Abhiyan.

Infrastructure Support to Orphanage & Hospitals: JK Tyres Ltd Mysuru are supporting “ManasaKaruna Trust” (NGO), Mysuru for the “Medical Treatment & Medicinal Expenses “of their 25speciallyabled Women Inmates.

Thavarekere Rejuvenation program: Thavarekere is located in the foot hills of Chamundi Betta in the outskirts of Mysore City. The tank lies in Thavarekatte village which is one of the villages covered by Chamundi Betta Grama Panchayat in Mysore Taluk. Since there are many floJKTyres Ltd Mysururs in the tank namely; ThavareHoo (Lotus), the tank is named as Thavarekere. The tank is situated in survey no. 4 with a total extent of 12.5 Acres. Total around 1650 people (Population) will be benefited near of 5 Villages by Chamundibetta GP, Mysuru.

Rejuvenating a tank namely “THAVAREKERE” in Mysore City limits, under the vission“Water Positive 2020”. On 19th Sept. 2018, under CSR initiative of VTP team have inaugurated/initiated of the “Thavarekere Rejuvenation Program”, in Mysore City limits, under the vision ofMysore namely “Water Positive 2020”. “Desilting and strengthening of tank including repair and renovation of waste JK Tyres Ltd Mysuruir”, in association with District Industrial Centre (DIC) and MYrada KAvery Pradeshika Samsthe (Project facilitating agency).

Livestock Development - Capacity Building: Cattle development: provision of breed improvement and preventive health services through TTCs along with fodder demonstrations and capacity building of farmers for improved livestock rearing. CSR -Tripartite agreement signed by NABARD, JK Tyre& Industries Ltd. and BISLD- South Region, on 27th August 2018. additional grant support of Rs. 8,90 Lakhs to be extended by JKTIL. Is approved for the Capacity Building phase of the project FY 2018-

JK Tyres Ltd Mysuru have initiated for 2 Gram Panchayat: Among the above mentioned activities Sanitation Programme under Swatch Bharath mission was selected to study the impact on beneficiaries. About 90 samples were collected using convenient sampling technique under interview method using the tool schedule. The respondents were the beneficiaries of sanitary program and demographic data of the beneficiaries was obtained from the Non-Governmental Organization called MYKAPS who were part of the program in assisting JK Tyres Ltd Mysuru for successful completion of the programme. It is important to collect the primary data from the respondents in order to know the impact of the scheme. The obtained data were coded and then analyzed by using simple statistical tools like frequency and simple percentage.

Table 5: Table Showing Village Wise Classification of Respondents

Village	Frequency	Percentage
Dodatti Hundi	5	6
Sabbanahally	16	18
DMG Halli	9	10
Mydanahalli	14	16
Haalebeedu	19	21
Gerasanahalli	27	30
Total	90	100

Source: Primary

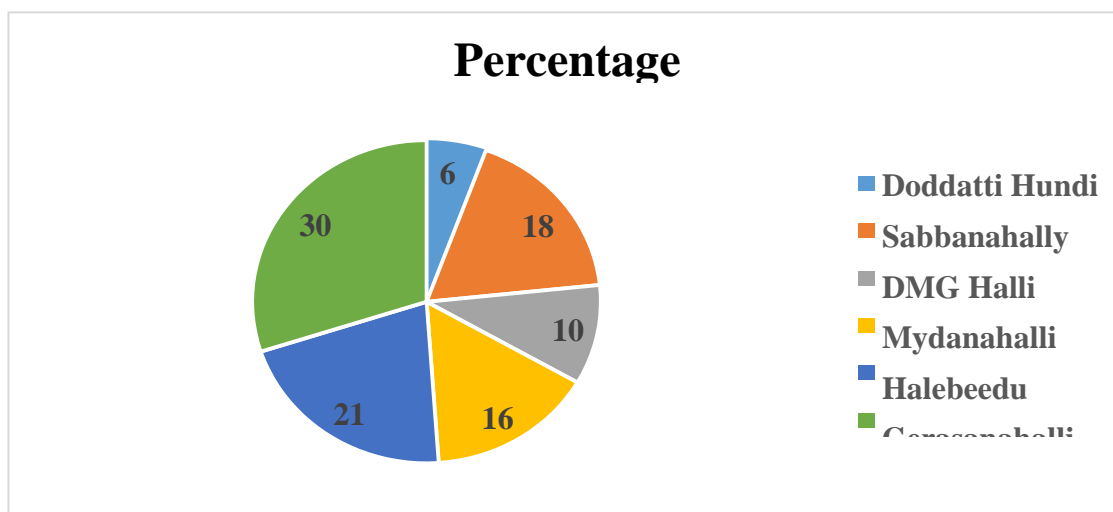


Chart 1: Chart Showing Village Wise Classification of Respondents

The above table shows the village wise classification of the beneficiaries who was benefitted from the Sanitation program of the JK Tyres Ltd Mysuru. Every beneficiary of this program was provided a financial help of Rs. 4000 from JK Tyres Ltd Mysore for the

construction of toilet in their house. Among those 90 samples were collected and about 6 per cent of the respondents belonged to Doddatti Hundi, 18 per cent of the respondents belonged to Sabbanahally, about 10 per cent of respondents belonged to DMG Halli, about 16 per cent of the respondents belonged to Mydanahalli, about 21 per cent of the respondents belonged to Halebeedu and about 30 per cent of the respondents belonged to Gerasanahalli.

Table 6: Showing Gender wise Classification of Respondents

Gender	Frequency	Percentage
Male	46	51
Female	44	49
Total	90	100

Source: Primary

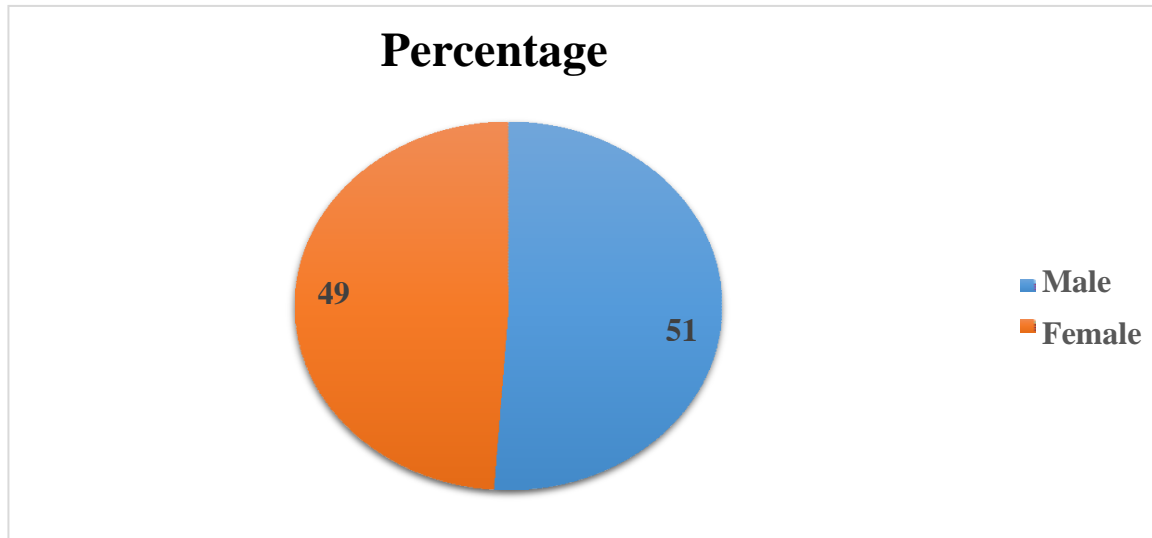


Chart 2: Showing Gender wise Classification of Respondents

The above table shows the gender wise classification of the beneficiaries. Among the selected 90 respondents 51% were male and 49% were female in order to know the impact of CSR activity on them. During the interview the researcher has interacted only with the head of the family.

Table 7: Showing Respondents Response on Open Defecation Practice in the Village

Response	Frequency	Percentage
Yes	5	6
No	85	94
Total	89	100

Source: Primary

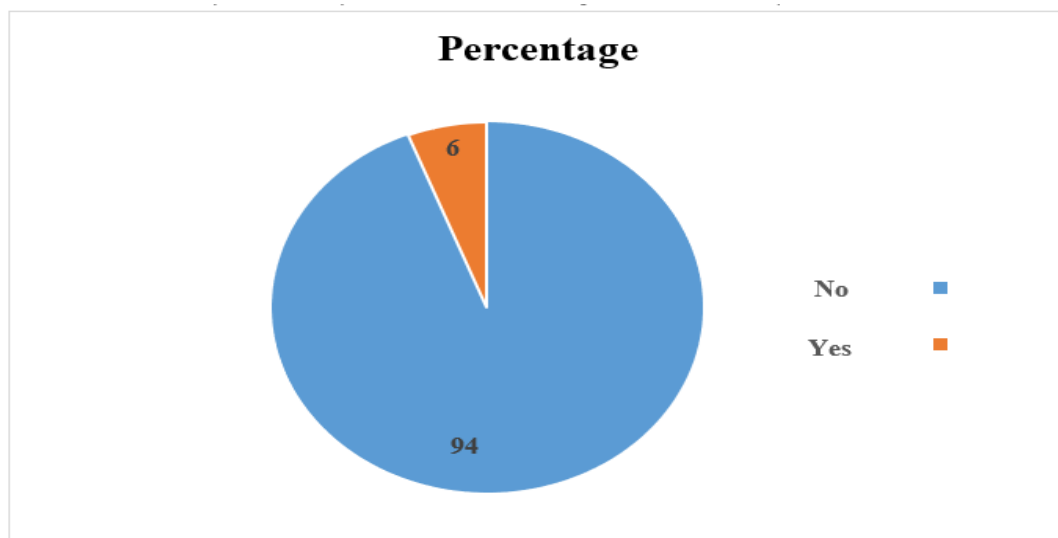


Chart 3: Showing Respondents Response on Open Defecation Practice in the Village

The above table shows the response of beneficiaries of CSR activity of JK Tyres Ltd Mysore, on the open defecation practice in their village. Out of 89 only 6 per cent of the respondents have agreed that there is still open defecation in practice. However, 94 per cent of the respondents have not agreed the practice of open defecation in the village.

Table 8: Showing Respondents Response on Direct Water Facility in the Toilet

Response	Frequency	Percentage
Yes	56	63
No	34	37
Total	89	100

Source: Primary

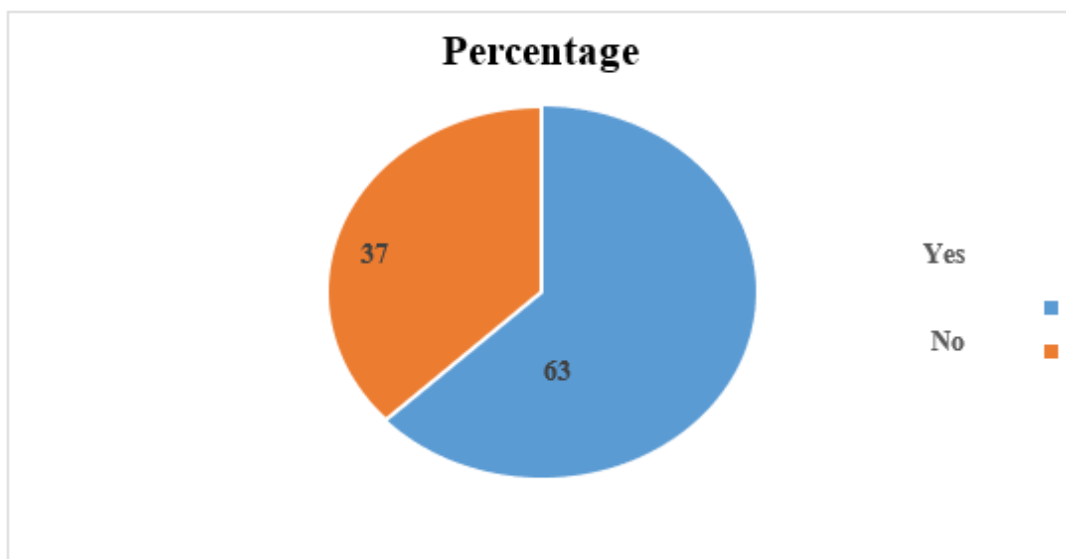


Chart 4: Showing Respondents Response on Direct Water Facility in the Toilet

The above table shows the response of beneficiaries regarding the direct water facilities in their toilets and about 63 per cent of the respondents have agreed that there is direct water facility in their toilet. However, 37 per cent of the respondents have agreed that there is no direct water facility in their toilet. They carry the water from far places to their toilet.

Table 9: Showing Sharing of Toilet with Other Families

Response	Frequency	Percentage
Yes	3	3
No	86	97
Total	89	100

Source: Primary

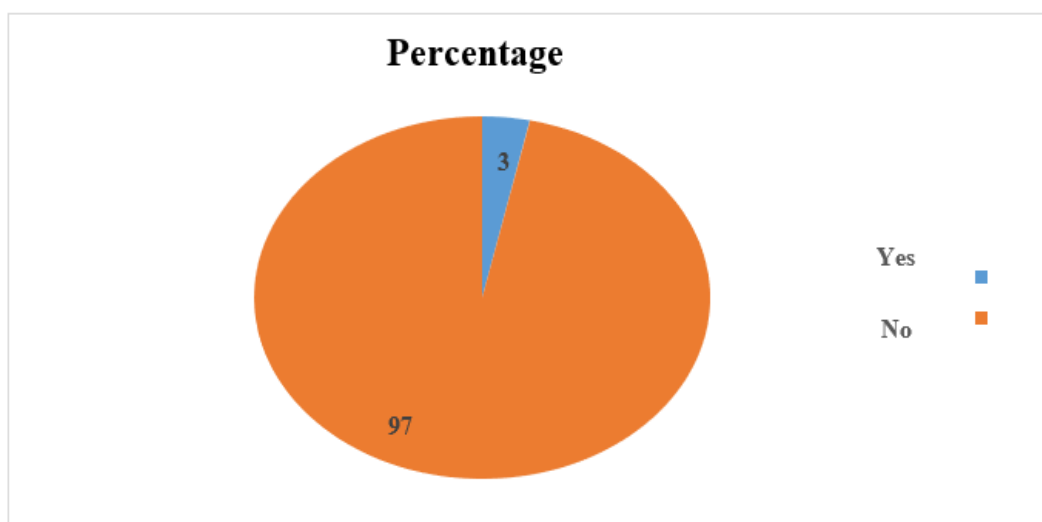


Chart 5: Showing Sharing of Toilet with Other Families

The above table shows the beneficiaries response on sharing of their toilet with other families. 97 per cent of the respondents have responded that they are not sharing their toilet with other families. Only 3 per cent of the respondents have opined that they share their toilet with other families. The reasons were, the family which are not having the toilet facility, where there are more number of family members in other families, if there is no proper water facility with the other families, they share their toilet with those families.

Table 10: Showing the Response of Respondents on Location of Toilet

Response	Frequency	Percentage
Inside	9	10
Backyard	79	89
Far	1	1
Total	89	100

Source: Primary

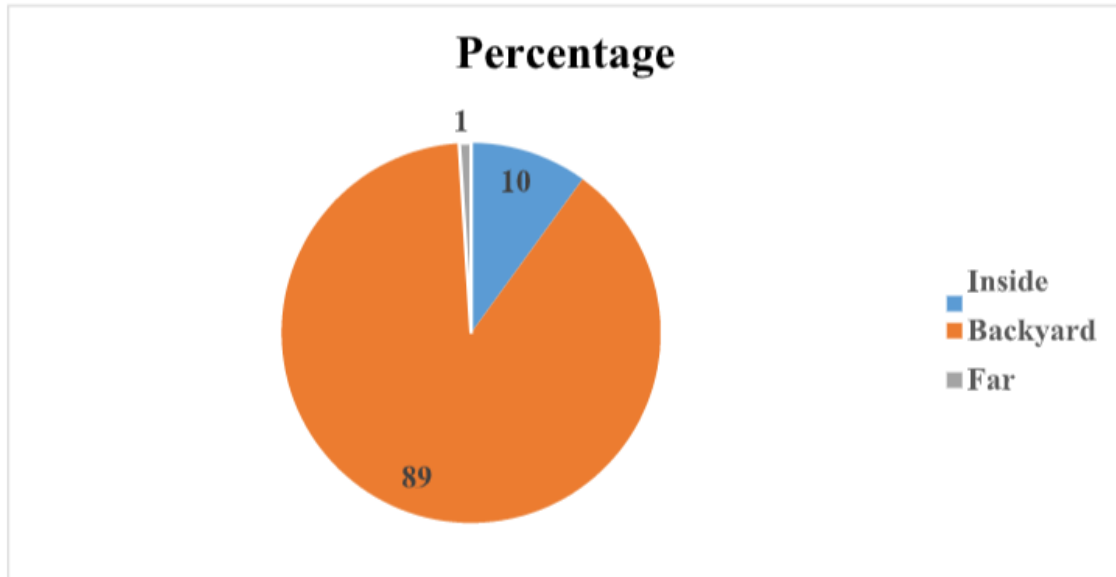


Chart 6: Showing the Response of Respondents on Location of Toilet

The above table shows the location of the toilet in the house of respondents. About 89 per cent of respondents have constructed their toilet in the backyard of their house due to ample space available and lack of space inside the house. About 1 per cent of the respondents have constructed toilet 100 meters far from the house. However, 10 per cent of the respondents have constructed their toilet inside the house.

Table 11: Showing the Response of Respondents on Outlet Used for Toilet

Response	Frequency	Percentage
Open Pit	0	0
Septic Tank	89	100
Others	0	0
Total	89	100

Source: Primary

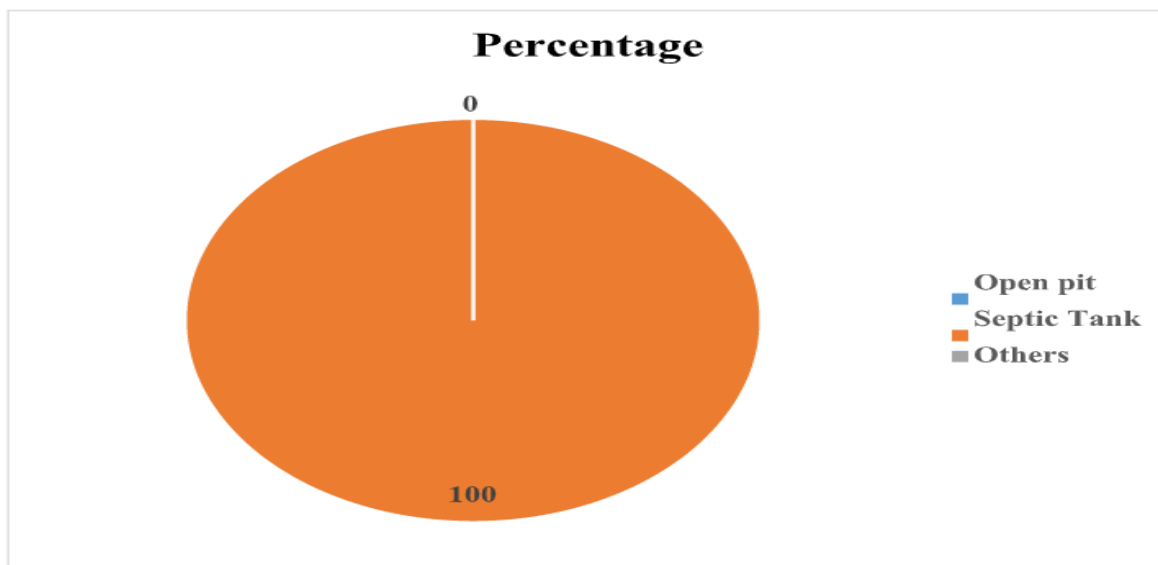


Chart 7: Showing the Response of Respondents on Outlet Used for Toilet

The above table shows that all the toilets which were constructed are using septic tank as their outlet for the toilet.

Table 12: Showing the Expenses Incurred by the Respondents for the Construction of Toilet

Expense (in Rs.)	Frequency	Percentage
No expenses	12	13
Less than 10000	26	29
10001-20000	46	51
20001-30000	5	6
Total	89	100

Source: Primary

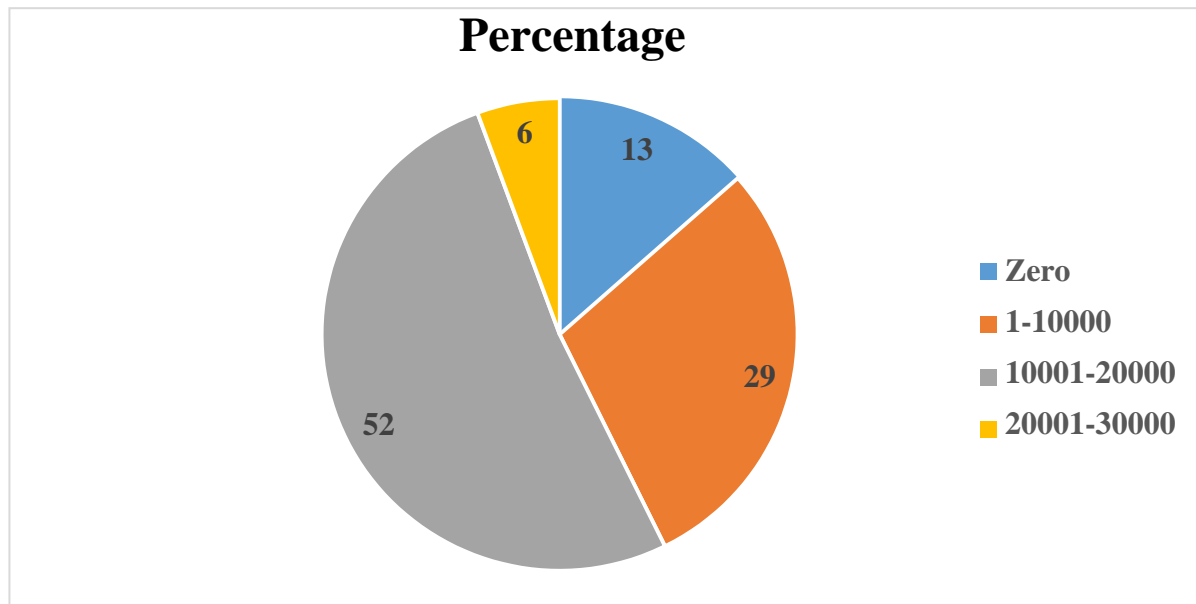


Chart 8: Showing the Expenses Incurred by the Respondents for the Construction of Toilet

The above table shows the cost incurred by the beneficiaries for the construction of toilet over and above the finance received by the Jk Tyres Ltd Mysuru and Taluk Panchayat. 13 per cent of the respondents have not spent any extra money for the construction of the toilet. About 29 per cent of the beneficiaries have spent less than Rs. 10000, for the construction of the toilet. About 51 per cent of the beneficiaries have spent Rs. 10000 to Rs. 20000. About 6 per cent of the beneficiaries have spent Rs. 20001 to 30000 over and above the financial support given by Jk tyres Ltd Mysuru and Taluk Panchayat.

Table 13: Showing the Annual Cost of Maintenance Incurred for the Toilet

Expense (in Rs)	Frequency	Percentage
Less than 2000	54	61
2001-4000	26	29
4001-6000	7	8
6001-8000	2	2
Total	89	100

Source: Primary

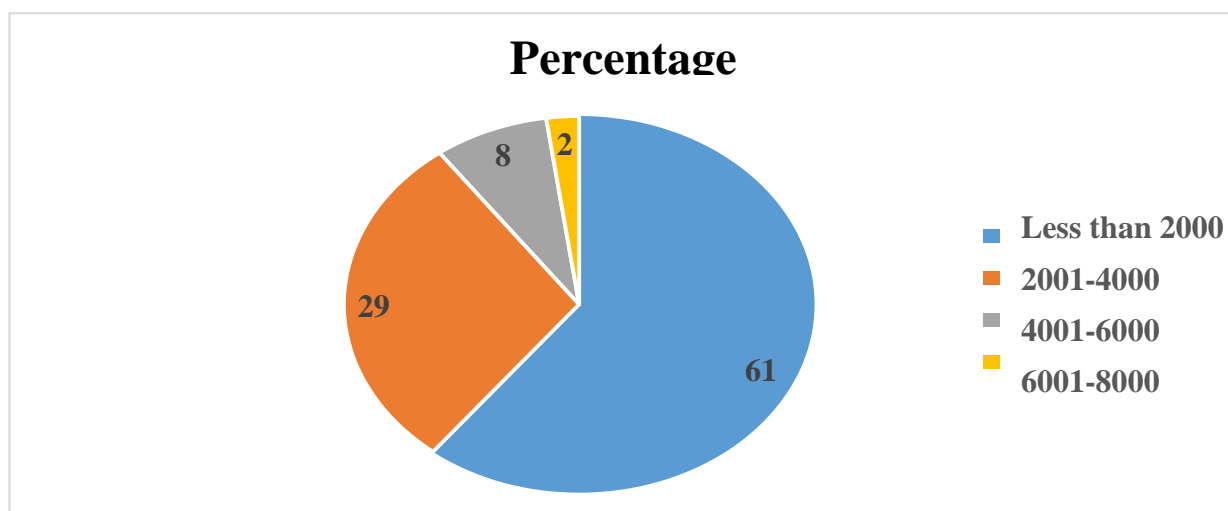


Chart 9: Showing the Annual Cost of Maintenance Incurred for the Toilet

The table number 6.9 shows that the annual cost of maintenance of toilet incurred by the beneficiaries. About 61 per cent of the respondents are spending less than Rs. 2000, 29 per cent of the respondents are spending Rs. 2001-4000, about 8 per cent of the respondents are spending Rs. 4001-6000 and 2 per cent of the respondents are spending Rs. 6001-8000 for maintaining the constructed toilet.

Table 14: Showing Response of Respondents Regarding Cleaning of Toilet

Response	Frequency	Percentage
Daily	51	57
Thrice a Week	12	14
Twice a Week	17	19
Once a Week	8	9
Fortnightly	1	1
Total	89	100

Source: Primary

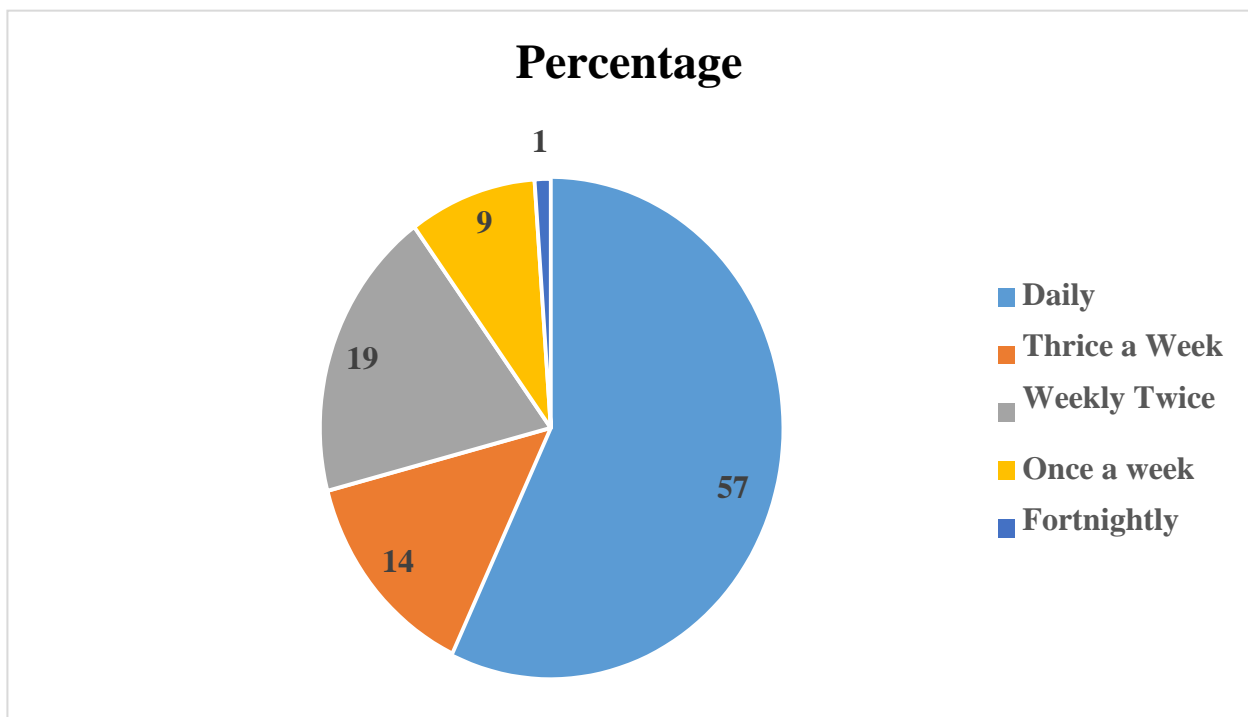


Chart 10: Showing the Response of Respondents Regarding Cleaning of Toilet

The above table shows how frequently the beneficiaries are cleaning the toilet which has been constructed for them. It was found that 57 per cent of the respondents are cleaning their toilets every day, about 14 per cent of the respondents are cleaning their toilets thrice a week, about 19 per cent of the respondents are cleaning their toilet twice a week, about 9 per cent of the respondents are cleaning their toilet once a week and only about 1 per cent of the respondents are cleaning their toilet once in 15 days.

Table 15: Showing the Response of Respondents on Effectiveness of Training Program

Response	Frequency	Percentage
Effective	51	57
Not Effective	0	0
Not aware	34	38
Did not attend	4	5
Total	89	100

Source: Primary

The above table shows the respondents response on effectiveness of the training program conducted by JK Tyres Ltd Mysuru and Taluk Panchayat on cleanliness and water management. Out of 89 respondents 57 per cent of respondents have expressed that training program was very effective, about 5 per cent of the respondents were aware of the training program but did not attend the training program, about 38 per cent of the respondents were not aware of the training program.

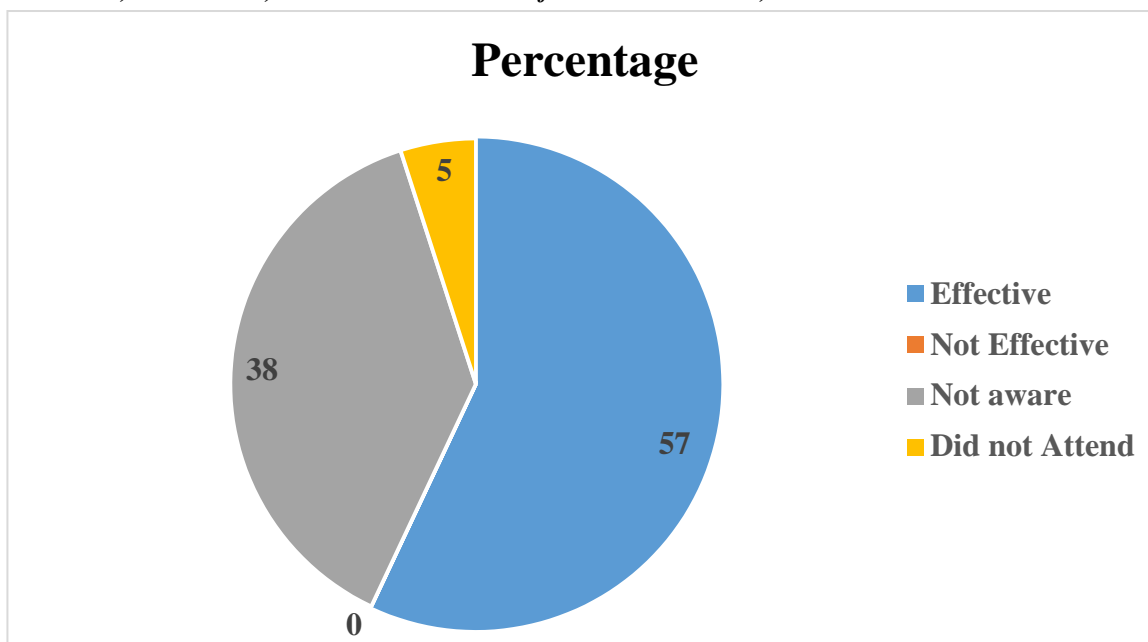


Chart 11: Showing the Response of Respondents on Effectiveness of Training Program

Table Showing the Rating of Respondents on Usage of the Toilet

SI No	Parameters	Good		Acceptable		Poor	
		Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
1	Effective Operation	80	90	8	9	1	1
2	Convenience	83	93	6	7	0	0
3	Cleanliness	79	89	10	11	0	0
4	Smell	59	66	27	30	3	4
5	Ease of Repair	58	65	27	30	4	5

Source: Primary

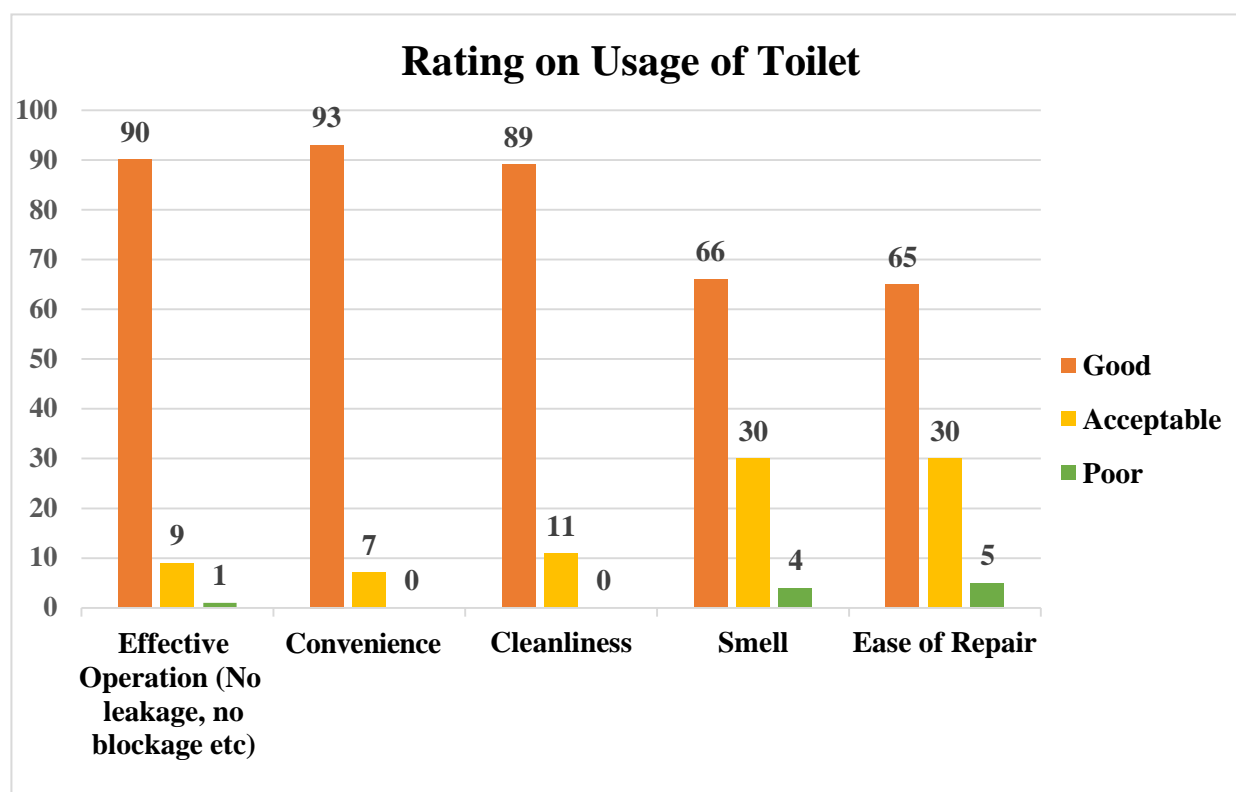


Chart 12: Showing the Rating of Respondents on Usage of Toilet

The above table shows the rating of beneficiaries on the effective Usage of toilet. About 90 per cent of the respondents have rated the effective operation as good, about 9 per cent of the respondents have rated the operation of toilet as average and about one per

cent of respondents have rated the operation of toilet as poor.

About 93 per cent of respondents have responded that the convenience of toilet is good and about 7 per cent of the respondents have expressed that it is acceptable.

On the cleanliness about 89 per cent of the respondents have responded that it is good and 11 per cent of the respondents have expressed that it is acceptable.

About 66 per cent of the respondents have responded good on the smell, about 30 per cent of the respondents have responded acceptable and about 4 per cent of the respondents have responded poor.

On ease of repair 65 per cent of the respondents have responded good, about 30 per cent of the respondents have responded acceptable and about 5 per cent of the respondents have responded poor.

5. SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

In this chapter the researcher provides the overview of the major findings that was found out during the analyses of the collected and suggestions drawn using the analyzed data. The present study deals with the impact of Corporate Social Responsibility activities on beneficiaries. Corporate Social Responsibility is a boon to the growing market. The Corporate Social Responsibility strategy has made the companies contribute to the society and economic performance of the country. Corporate Social Responsibility is the latest marketing strategy and a mandatory activity adopted by the companies to create a competitive advantage and for the economic development.

The researcher studied various Corporate Social Responsibility activities initiated by manufacturing sectors and concentrated on the impact those Corporate Social Responsibility activities made on the beneficiaries. The study was made on the primary data collected from the beneficiaries of Corporate Social Responsibility activity which was initiated by JK Tyres Ltd Mysuru.

5.1 Summary of Findings

- As per the data collected, JK Tyres Ltd Mysuru, have met the required norms under section 135 of the Companies Act of 2013 by carrying out the various Corporate Social Responsibility activities.
- JK Tyres Ltd Mysuru have adopted 5 Villages namely Mydanahalli, Buchahalli, Mudalakoppalu, Halebeedu & Devarahalli in BilikereHobli, Hunasur Taluk, Mysuru District.
- JK Tyres Ltd Mysuru adopted 3 Govt. schools namely Govt. Primary school, Mydanahalli, Govt. Primary School Buchahalli & Govt. High School, Hosahalli.
- In Mysuru district Hunsur Taluk JK Tyres Ltd have helped farmers by providing them with 5000 mango tree samplings, Vermi compost unit of 15 numbers, rain water harvesting units of 3 numbers, Trench cum bunding for 253.4 hectares, 21 farm ponds, 4 tanks have been de silted and 3 bore well units have been recharged. Adult Literacy programme for 22,574 people across remote villages of Mysuru and also in Central Jail Mysuru.
- Since FY 2008-09, JK Tyres Ltd Mysuru have been conducting the 'Children Career Counselling Programme' for employees' Children of our company and for the rural students who are studying in SSLC & PUC. Total 5171 students got benefitted in this project.
- JK Tyres Ltd Mysuru have adopted two Govt. ITI Colleges i.e. in Maddur & Mysore (Under PPP model) in the year of 2009-10.
- Since FY 2005-06, JK Tyres Ltd Mysuru have been conducting the 'Free General Medical Check-up Camps' in remote villages.
- About 3700 and odd people have been benefitted from the free blood donation camp which is conducted by JK Tyres Ltd Mysuru since 2014.
- Since FY 2008-09, JK Tyres Ltd Mysuru have been conducting HIV-AIDS awareness program every year in schools, Colleges & remote villages. So for 12958 beneficiaries (Community people & Students) got benefitted in these programs.
- JK Tyres Ltd Mysuru have been conducting Road Safety awareness program in every year in schools, Colleges & remote villages. So for 6698 beneficiaries (Community people & Students) got benefitted in these programs.
- JK Tyres Ltd Mysuru have adopted 1.5km public road under swatch Bharat mission namely Shri Lakshmi Pat Singhania Road.
- Since 2002, every Year, JK Tyres Ltd Mysuru have been initiating samplings plantation and more than 2000 samplings have been planted year on year in remote Villages & also public places and JK Tyres Ltd Mysuru have maintained 5-acre Green Belt area (Near TRP-II) under Swatch Bharat Abhiyan.
- JK Tyres Ltd Mysuru are supporting "Manasa Karuna Trust" (NGO), Mysuru for the "Medical Treatment & Medicinal Expenses" of their 25 speciallyabled Women Inmates.

Most of the beneficiaries of Corporate Social Responsibility of JK Tyres are from Gerasanahalli village.

- 94 per cent of the respondents opined that there was no practice of open defecation in their village. However, 6 per cent of respondents have an opinion that there is still open defecation being practiced in their village.
- 37 per cent of the respondents do not have a direct water connection to their toilet. They carry water from outside.
- Majority of the respondents do not share their toilet with other families. However, about 3 per cent of respondent share their toilets with other families.
- Majority of the respondents have constructed their toilet in the backyard of their house due to lack of availability of space inside.
- From the data it is revealed that the beneficiaries are spending over and above the financial aid given by the JK Tyres Ltd and Gram Panchayat for the construction of their toilet. This amount varies between Rs. 10,000 to 30,000.

- It is found from the analysis that the beneficiaries are spending Rs. 500 to 4000 as an annual maintenance of their toilet.
- Majority of the respondents have expressed that they clean their toilets every day and they keep it hygiene. It was also revealed from the data that 1 per cent of the respondent claim to clean their toilet once in a fortnight.

5.2 Conclusion

The present study attempted to find the objectives framed in the Introduction chapter. The findings are found to be interesting and quite revealing. The study reveals the impact of Corporate Social Responsibility activities on beneficiaries and also the Corporate Social Responsibility adopted by various manufacturing concerns. However, it was found that there was a communication gap between the beneficiaries and JK Tyres Ltd. Some more research has to be made before implementing the Corporate Social Responsibility projects. It is necessary for the companies to have clear communication with the beneficiaries to provide their needs more accurately. When compared with other similar manufacturing concerns JK Tyres Ltd Mysuru has more diversified activities and more prominent history of Corporate Social Responsibility. However, they do not have focus on one particular set of activities. It can be concluded from this study that JK Tyres has a positive impact of its Corporate Social Responsibility activities on beneficiaries.

5.3 Scope for Future Research

The present study offers a lot of scope for further research in the field of Corporate Social Responsibility. Further studies can consider other localities where Corporate Social Responsibility projects were performed by JK Tyres and can also throw light on cultural, economic, political and legal factors that influences the Corporate Social Responsibility. Present study considers only Tyre manufacturing industry, future studies can cover other manufacturing or service industries as well.

6. REFERENCES

- [1] Banjerjee, S.B. (2007), Corporate Social Responsibility: The Good, the Bad and the Ugl. Edward Elgar Publishing Limited, Cheltenham.
- [2] Bhaskar Chatterjee and Nayan Mitra (2017): CSR should contribute to the national agenda in emerging economies - the 'Chatterjee Model'. International Journal of Corporate Social Responsibility (2017) 2:1 DOI 10.1186/s40991-017- 0012-1
- [3] Carol A Tilt (2016) Corporate Social Responsibility research: Importance of the context. International Journal of Corporate Social Responsibility (2016) 1:2 DOI 10.1186/s40991-016-0003-7
- [4] Gołaszewska-Kaczan, U. (2009), Zaangażowanie społeczne przedsiębiorstwa, Wydawnictwo Uniwersytetu w Białymstoku, Białystok.
- [5] Gupta, A. D. (2010). Corporate Social Responsibility The Indian context (Crowther D, Jatana R, Representations of social responsibility ed., Vol. 2). ICFAI.
- [6] Johnson, H.L. (1958), "Can the Businessman Apply Christianity?" Harvard Business Review, Vol. 36, No. 4, pp. 68 – 76.
- [7] Kaur, P. (2013). The Effect of CSR on Consumer's Buying Behavior. International Journal of Innovative Research and Development, 2(11).
- [8] Moon, J. (2014), Corporate Social Responsibility: A Very Short Introduction, Oxford University Press Inc., New York.
- [9] Mullerat, R. (2010), International Corporate Social Responsibility: The Role of Corporations in the Economic Order of the 21st Century, Kluwer Law International, Alphen a den Rijn.
- [10] Najeb Masoud (2017) How to win the battle of ideas in corporate social responsibility: The International Pyramid Model of CSR International Journal of Corporate Social Responsibility (2017) 2:4 DOI 10.1186/s40991-017-0015-y
- [11] Nilesh R Berad (2011) Corporate Social Responsibility – Issues and Challenges in India. Nileshb_ion@bkc.met.edu. MET Institute of Management, Nasik International Conference on Technology and Business Management pg 101.
- [12] Paulina Ksezak (2016) The benefits from CSR for a company and Society. Journal of Corporate Responsibility and Leadership, Vol 3, issue 4, pp 53-65.
- [13] Planken, B et.al (2013). CSR across the globe: Dutch and Indian consumers' responses to CSR. International Journal of Organizational Analysis, 21(3), 357- 372.
- [14] Soojung Kim and Jiyang Bae (2016) " Cross-cultural differences in concrete and abstract corporate social responsibility (CSR) campaigns: perceived message clarity and perceived CSR as mediators." International Journal of Corporate Social Responsibility (2016) 1:6 DOI 10.1186/s40991-016-0009-1
- [15] Thomas P. Lyon and John W. Maxwell (2007) "Environmental Public Voluntary Programs Reconsidered." The Policy Studies Journal 35(4) 723-750.
- [16] Visser, W., Tolhurst, N. (Eds.) (2010), The World Guide to CSR: A Country-by- Country Analysis of Corporate Sustainability and Responsibility, Greenleaf Publishing Limited, Sheffield.