

## Impact of Corporate Social Responsibility Activities on Beneficiaries

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**Abstract:** 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 disctrict 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 benefited 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 benefited in these programs.

**Key words:** corporate, society, JK Tyres, Beneficiaries

### INTRODUCTION

Companies associated with Corporate Social Responsibility have a greater consumer market and the companies that are not associated with Corporate Social Responsibility have to face lot of challenges in the global market. Therefore, all the companies doing Corporate Social Responsibility have started to measure the impact of Corporate Social Responsibility through social audits, CSR reporting etc. to have a stronger competitive advantage. The CSR policy can be made successful only if the consumers are aware of the company's policies. Advertising is the crucial tool for creating awareness among the Consumers. Therefore, marketers focus on the strategies to attract the consumers through Corporate Social Responsibility Campaigns, social media advertising, product labeling, store layout etc. by creating and implementing Corporate Social Responsibility awareness among the consumers.

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 1.1

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.

#### 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.

#### 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.

#### Sources of Data, Population and Sample

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.

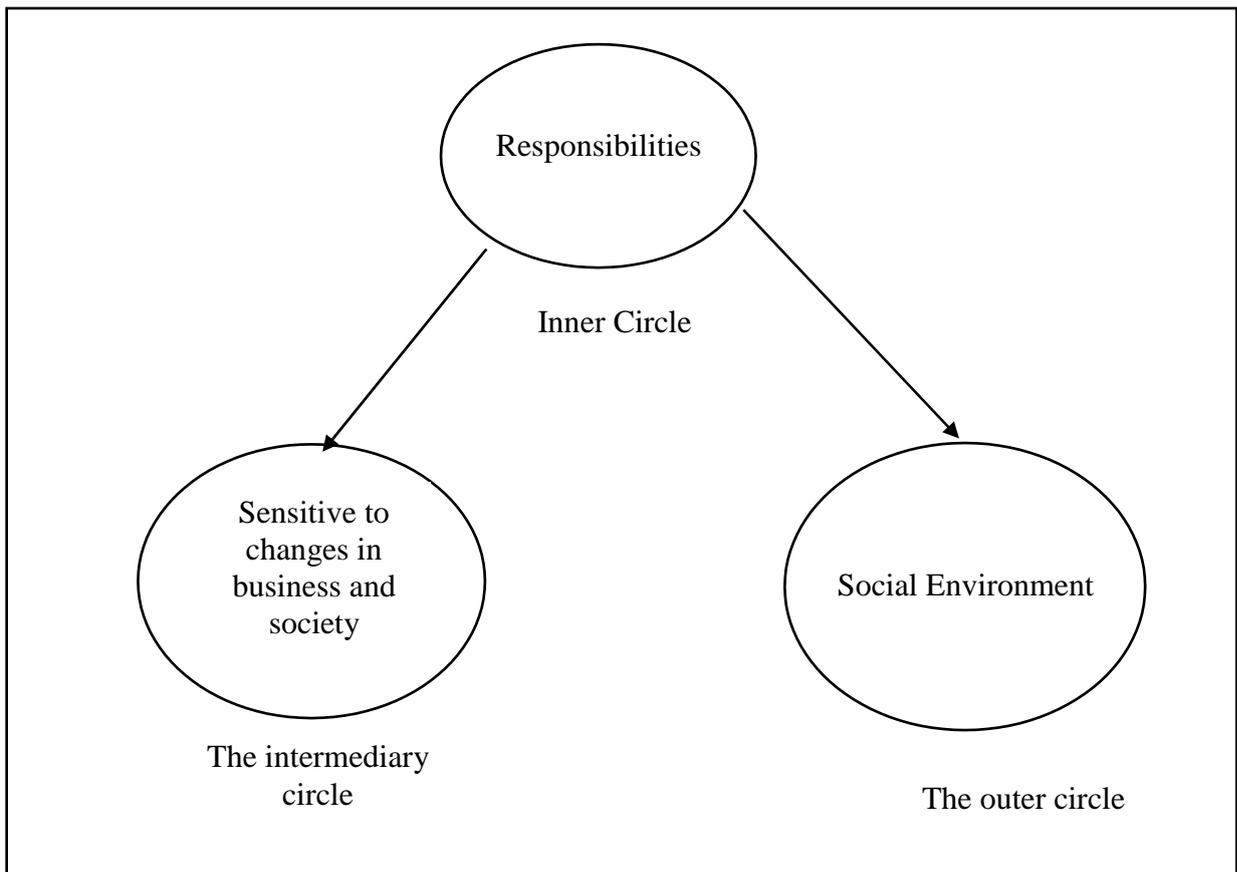
#### LIMITATIONS OF THE STUDY

- Due to the time constraint the study was limited to only 90 samples for the collection of primary data.

Due to the cost and time constraint the present study has covered only one CSR activity performed by the JK Tyres Ltd. Mysuru I.e. Sanitation Project under Swatch Bharath Mission.

A watershed in CSR was 1971 when the Committee for Economic Development (CED) published its Social Responsibilities of Business Corporations. As a code of conduct, the CED outlined a three-tiered model of CSR:

Business Operations



**CSR OBJECTIVES:**

The Company may carry out any one or more of the CSR activities, notified under the Section 135 of the Companies Act, 2013 from time to time, inter-alia the following:

- a. To fight hunger, poverty and malnutrition.
- b. To promote health care.
- c. To promote education and enhance vocational skills especially among children, women and differently-abled persons.
- d. To promote gender equality.
- e. To facilitate Rural development.

Activities that are carried under the Head CSR

- Eradicating extreme hunger and poverty

- Promotion of education
- Promoting gender equality and empowering women
- Reducing child mortality
- Improving maternal health
- Combating human immunodeficiency virus, acquired, immune deficiency syndrome, malaria and other diseases
- Ensuring environmental sustainability,
- Employment enhancing vocational skills, social business projects
- Contribution to the Prime Minister’s National Relief Fund or any other fund set up by the Central Government or the State Governments for socio-economic development, and
- Relief and funds for the welfare of the Scheduled Castes, the Scheduled Tribes, other backward classes, minorities and women and such other matters as may be prescribed.

**Table 4.1**

**Corporate Social Responsibility activities of TVS Tyres**

Sl. 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.

**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 19<sup>th</sup> 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 5.1

**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 sodium amalgam process
1962	JK synthetics ltd, Bombay	Production of Nylon-6 with polymerized raw material
1965	JK chemicals ltd, Bombay	Sodium sulphoxylate Formaldehyde

1968	JK electronics, Kanpur India	Manufacture of TV sets
1976	JK tyre plant kankroli in India	Production of steel belted radial tyres for passenger car, trucks and bus
1980	India	Steel belted radial tyers for 3 Wheelers
1984	India	White cement through dry process in India
1985	India	Production of catholic dye able polyester fibre
1989	Cobalt Technology India	Production of magnetic tapes
1991	Banmore tyre plant	Capacity of 5.7 lakh tyres per annum
1992	Hasteri	R&D centre
1994	Banmore tyre plant	t-rated plant
1995	-	Mercedes Benz launched on JK steel radials
1996	India	Dual contact high tractions steel radial aqua sonic
1998	-	Manufacture of first tyre plant in the year plant to get qs 9000
1999	-	Procurement, marketing and production flexibility Completion of states of the act modernization of truck radials 16 <sup>th</sup> largest tyre company in the world ISO- 14001 accreditation for environment and safety
2000	-	Received focus CAC export award for the year 1999-2000
2001	-	Commendation certification of c-2 ND national exam Go carting championships held

**Table 5.3**
**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 defence)
- 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 centre 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.

## 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 31, 2017 Stand	As on March 31, 2018 alone	As on March 31, 2018 Consolidated	As on March 31, 2017
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
<b>Total</b>	<b>324.28</b>	<b>308.14</b>

**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, 2017 Stand	As on March 31, 2018 alone	As on March 31, 2017 Consolidated	As on March 31, 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
<b>Capital employed (a+b-c)</b>	<b>4,917.56</b>	<b>5,059.06</b>	<b>7,443.22</b>	<b>7,605.88</b>

**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 20<sup>th</sup> 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 25 speciallyabled 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 of Mysore 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 27<sup>th</sup> 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-

19. JK Tyres Ltd Mysuru have initiated for 2 Gram Panchayat.

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.

Table Showing the Rating of Respondents on Usage of the Toilet

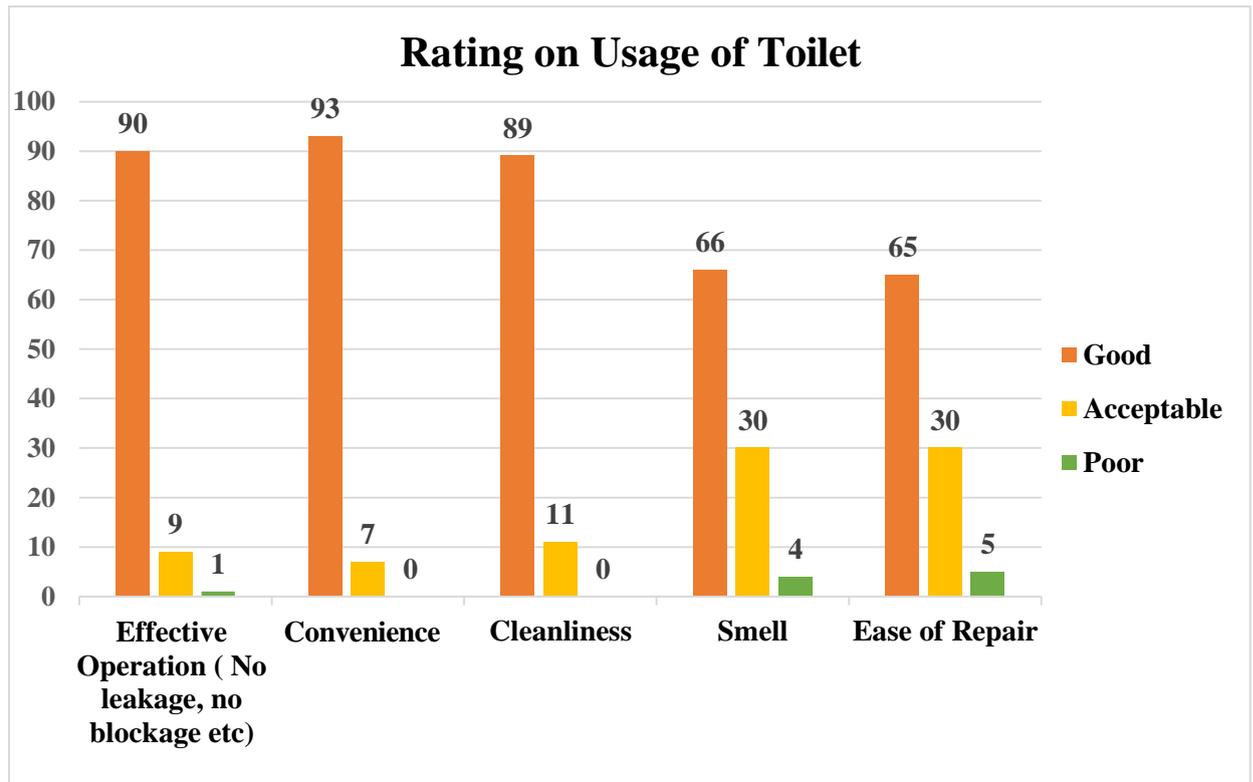
**Table 6.12**

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 6.12

Chart 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 is it 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.

## 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.

### 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 Lakshmipt Singhanian 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 "ManasaKaruna 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.

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.

## SUGGESTIONS

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.

## 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.

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