



# THE JOY OF SPREADING JOY



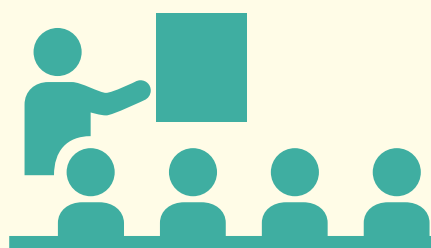
## JK TYRE AND INDUSTRIES LTD.

JK Tyre & Industries Ltd. a part of JK Organisation is a leading tyre manufacturer in India and amongst the top 25 manufacturers in the world, with a wide range of products catering to the automobile industry. The company has presence in 100 countries across six continents with six plants in India and three in Mexico with a capacity of more than 20 million tyres per annum. JK Tyre pioneered radial technology in India way back in 1977 and today is the leader in Truck Bus Radial Tyres.



## CORPORATE SOCIAL RESPONSIBILITY

Being part of JK Organisation, JK Tyre has a long-standing tradition of social responsibility. The company's CSR philosophy gets inspiration from the words of its late chairman Shri Hari Shankar Singhania, "If we want to have a successful business, then we must have a successful society around us".



## EDUCATION FOR EMPOWERMENT



## ADULT LITERACY INITIATIVE



JK Tyre has been successfully carrying out the 'Adult Literacy Initiative' at their manufacturing units. This initiative has enabled more than 30,000 rural women to be functionally literate by teaching them to read and write, do basic calculations and understand basic mobile applications, etc. JK Tyre's Adult Literacy Centre at the Central Prison, Mysore has helped over 3,000 prison inmates to come out of the shackles of illiteracy and look forward to a meaningful life.



## SKILL BUILDING

JK Tyre has adopted 4 Government ITIs to impart job oriented, quality vocational courses to the local students. More than 2000 local youth have benefited from this initiative. This engagement has resulted in enhanced reputation of ITIs and an increase in the employment percentage of the students.



## OTHER EDUCATION BASED INITIATIVES

JK Tyre has been actively involved in facilitating quality primary education in the remote, tribal villages of Rajsamand district of Rajasthan through Ekal Vidyalay and Bal Sanskar Kendra. The Lakshmipat Singhania Academy, Kolkata and the Lakshmipat Singhania Senior Secondary School at Jaykaygram, Rajasthan and JK Lakshmipat University at Jaipur are important milestones in JK Tyre's long involvement in improving the education in our country.



## HEALTH CARE



## PROJECT PARIVARTAN



Project Parivartan aims at improving reproductive and child health care facilities in remote tribal areas of Rajsamand district of Rajasthan. The project has been instrumental in bringing down the MMR & IMR and has benefited more than two lakh patients from 60 villages of Rajsamand district.



## PREVENTION OF HIV/AIDS

JK Tyre is actively engaged in creating awareness & prevention of HIV/AIDS with the help of partners like ILO, TCI Foundation and Vatsalya. Presently, eight clinics are being run for the transport community at HIV/AIDS high-risk locations and this initiative has benefited more than 2.5 lakh people. JK Tyre also helps HIV/AIDS victims to live with dignity and improve their quality of life through Rajsamand Network of People Living with HIV/AIDS.



## HEALTH AND EYE CARE

General health camps and specialized health camps like eye camps are organized with the support of local hospitals to make quality health services accessible to the general public. Pushpawati Singhanian Research Institute for Liver, Renal and Digestive Diseases, New Delhi, a super speciality hospital co-promoted by JK Tyre, is serving urban & rural people with No Profit – No Loss philosophy.



## ENVIRONMENT

To help conserve environment, more than 6 lakh trees have been planted and green patches are maintained in and around JK Tyre plants. JK Tyre's Soles with Soul initiative helped recycle old tyres by partnering with Footwear Design & Development Institute (FDDI) to create footwear and accessories from scrap and old tyres with unconventional and environment friendly methods.



## ROAD SAFETY



JK Tyre organizes road safety campaigns in partnership with Traffic police and distributes road safety literature at highways and the metros to generate awareness among general public.



## DISASTER RELIEF

Caring for the people of the country is of utmost priority at JK Tyre and all possible support is provided to the victims of a natural calamity. JK Tyre is helping build the 'Hari Shankar Singhanian Saraswati Shishu Mandir' for flood affected families in Uttarakhand, thereby standing by their inherent values of caring and helping the people in distress.