

Success Story:

Driving Sustainable Procurement at JK Tyre & Industries Ltd

Client:

JK Tyre & Industries Pvt. Ltd.

Program:

Sustainable Procurement: Aligning Strategy with ESG Goals

Target Audience:

Purchase & Materials Team (Managers to Senior VPs)

Trainers:

Dr. Anuj Dixit & Dr. Gunjan Sood

Challenge

As a global tyre manufacturer and a sustainability-driven organization, **JK Tyre & Industries Ltd.** is committed to aligning its sourcing practices with global ESG goals. However, the transition toward **sustainable procurement** posed several challenges:

- Limited awareness of international sustainability standards such as ISO 20400, SDGs, and GRI (Global Reporting Initiative)
- A cost-centric procurement approach with minimal environmental or social considerations
- Lack of structured ESG supplier assessment criteria
- Isolated operations between procurement and sustainability teams
- A critical need for mindset shift—from transactional procurement to **value-based, responsible sourcing**

Our Approach

To address these gaps, the **Centre for Executive Education at FIIB** curated a comprehensive and strategic training program. Designed for procurement leaders and mid-to-senior executives, the course emphasized real-world tools, regulatory frameworks, and global best practices.

Key Training Modules Included:

- Understanding **ISO 20400** for Sustainable Procurement
- Launching & Evaluating **ESG Frameworks for Suppliers**
- **Life Cycle Assessment (LCA)** and risk-based decision-making
- Extended Producer Responsibility (EPR) & ELT compliance
- Scope 1, 2 & 3 emissions and decarbonization strategy
- Supplier grievance redressal and policy development
- Overview of **ISCC Certification & European Union Deforestation Regulation (EUDR)**

Program Objectives

The training aimed to build both strategic awareness and operational capabilities by:

- Educating participants on global sustainability risks, trends, and standards
- Introducing ESG-based supplier evaluation frameworks
- Instilling life-cycle thinking and long-term value creation mindset
- Bridging the collaboration gap between procurement and sustainability teams

Impact & Outcomes

The program catalyzed a cultural and strategic shift in how procurement is viewed within the organization—from a cost center to a value creator aligned with JK Tyre’s ESG priorities. Key outcomes include:

- A unified approach toward evaluating and onboarding **sustainable suppliers**
- Enhanced cross-functional collaboration between **procurement** and **sustainability teams**
- Increased awareness of **compliance regulations** (like EPR, EUDR, and Net Zero)
- Practical action plans and policies created during the sessions for **immediate implementation**
- Initiation of supplier-level ESG dialogues and self-assessment frameworks

Training Glimpses



Participant Reflections

JK Tyre’s collaboration with FIIB underscores how executive education can be a strategic enabler for ESG transformation. With sustainability becoming a non-negotiable in global supply chains, this program sets a benchmark for responsible procurement practices in the manufacturing sector.

“This training was not just about frameworks; it helped us rethink our procurement strategy in the context of long-term environmental and economic impact.”

– Mr. Sarthak Bhargava
Senior Manager, Purchase, JK Tyre



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