



A CSR ACTIVITY

Clifton Beach Cleaning by volunteers of TAG Group - February 14, 2011

Our CSR Philosophy

The concept of Corporate Social Responsibility (CSR) is growing day by day, as more and more companies around the globe are turning their focus towards the sustainability of environment and resources. Companies now have come to realize that their future success is dependent upon the future of environment and society to which they belong and in which they exist.

We at TAG also believe that our corporate success and the social welfare are interdependent. Our CSR Initiatives are directed towards 4 domains

- **Environment:** Activities to improve awareness about environmental hazards and the way forward towards its improvement.
- **Community:** Activities for the well being of the society i.e. developing public facilities.
- **Employees:** Training & Recreational activities for better grooming of our employers and trainees.
- **Business Partners:** Focusing on the well being of our business partners, including suppliers and customers and teaming with them for other CSR initiatives.

On February 19, 2011 a beach cleaning activity was conducted at Clifton beach Karachi under the Environmental domain of our CSR initiatives.

This activity was an effort to spread awareness about the environmental hazards and affects of the garbage on beach environment and the marine life.

The enthusiasm of the team of volunteers was heartwarming, which was comprised of Audit trainees, management staff and officials of TAG Group companies.

Approximately 50 Kgs. of garbage was removed from the beach and disposed appropriately. Awareness brochures were also distributed among the picnickers.

The volunteers returned from the beach with shattered bodies but energized minds.

Keep the beach clean, protect marine life.



Some Photographs of the Beach Cleaning Activity