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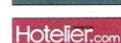
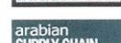
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HOME / NEWS / CSR: THE 'NATURAL THING TO DO' BELIEVES TRANSGUARD

**CSR: the 'natural thing to do' believes Transguard**

by Hamnah-Parah-Abdulla on Aug 11, 2011

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Ramadan has seen companies' CSR initiatives rise but Transguard deputy MD, Geoff Shewry believes CSR should be a year round thing.

In an exclusive interview with frME Shewry explained that though CSR is only becoming an important aspect of various organisations daily operations now, Transguard was promoting CSR activity long before.

"Transguard has been doing a lot of activities that people would call CSR- they put a badge to it now whereas they weren't when Mike [McGeever, MD] was doing it. He was doing it as a bit of a philanthropist, felt he could help others, so there's been activities going for 8 years now.



Transguard Deputy MD, Geoff Shewry.

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There's a lot of it," said Shewry.

Along with the TG Green program, tasked with driving down energy consumption, Transguard is involved with a number of charity programs including Christel House which sees the provision of equipment to schools in underprivileged areas and the company has a strong focus toward developing its workforce.

Shewry strongly feels every company should invest in CSR initiatives and policies.

"If I'm perfectly honest, its brand enhancement and adds value to the brand. I mean if u don't do it the question is why not? It's a natural thing to do," he said.

"We're recruiting hundreds of people a year. If we can make an impact in India and get known for what we're doing in Christel House it must attract people to join Transguard. It's very minor thing in terms of recruitment but it has a big impact. And I think you would want to join a company that is responsible, why wouldn't you in this day and age when you have a choice?" he added.

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