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| **MONTHLY ACTIVITY REPORT** | | | | | |
|  | MONTH | | Nov | YEAR | 2021 |
|  | Office | TDAP, SRO, Swat |  | |  |
|  | Head of Office (Name & Des) | Noman Bashir, Dy. Director |  | |  |
|  | Officer Posted | Noman Bashir, Dy. Director |  | |  |
| **S#** | **Name of Officers Involved** | **Activity (Description)** | **Date** | | **Objective, Results and Follow up** |
| 1 |  | Seminar on Capacity Building on Int’l Marketing & Export Procedures | 18th November, 2021 | | A seminar was held on the 18th of November, 2021 on Capacity Building on International Marketing for members of Swat Chamber of Commerce & Industry in collaboration with SCC&I. Mr. Amir Khan, Assistant Manager, TDAP, Peshawar explained in detail on the topic “International Marketing” and “Export Procedures”. There were two sessions of the seminar, one for the executive body from 10:00 am to 11:30 am and from 12:00 pm to 1:30 pm for other potential sectors. The President SCC&I thanked TDAP for holding such informative event and hoped that all events approved in the ABP, 2021-22 would be executed in such a manner. Many questions asked by the traders were answered up to their satisfaction and verbal proposals were made during the seminar for promoting the trade of the area. |
| 3 |  | Meeting | 3rd Nov, 2021 | | A meeting was held with Mr. Shamimuddin, Manager M/S Golden Cosmetic Industries, Swat. The company manufacturers perfumes, Nail Polishes and lipsticks for mother company M/S Madora of London. This industry was established in 1990 in Swat and has given employment to more than two hundred local people in the factory. There were total 14 cosmetic industries in Swat since 1990 however only seven cosmetic units are functional. Most of the industries have shifted to Karachi and Lahore due to the promulgation of Income Tax laws in 2023. |