Migrant Resource Centre (MRC) Pakistan awareness raising and outreach activities February, 2021



Counselling

PEOPLE CONTACTED MRC COUNSELLORS

PEOPLE THOROUGHLY COUNSELLED **586**

2,017

380

43

21

698

134

21

1237

08

08 WALK IN

Work Abroad General/Gulf

No. of queries received: 409

No. of queries received: 20

No. of queries received: 34

Sharing of MRC posts, videos &

contact information/to know

more about MRC

25.1%

18%

Study abroad - Europe

Labour migration

Visit Visa Abroad

03%

06%

15%

Communication Channels



Verifications

Covid: Update about flights,

work, study opportunities

No. of queries received: 18

Contacting Embassies, Consulates,

Support Mechanism, reopening of

Family Reunification/settlement

No. of queries received: 06

Verification & Guidance

No. of queries received: 09

Total number of queries: 586

JOB OFFERS **OEP LICENSES**

03%

01%

02%

immigration

Interests of MRC clients

Average daily user on Facebook page

+ 18-24YRS 25-34YRS

→ 35-44YRS

MRC Followers

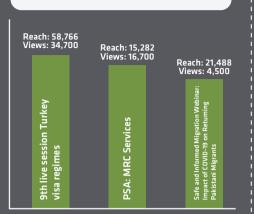
Country Wise



City Wise

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Top video messages

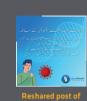


Top reached posts



Reach: 15,056 Engagement: 2,149





Outreach Activities

| VARIABLES | TOTAL | FEB, 2021 |
|---------------------------------|--------|-----------|
| ORIENTATION SESSIONS | 619 | 09 |
| SESSION ATTENDEES | 81,132 | 429 |
| STAKEHOLDERS VISITS AT MRC | 206 | 01 |
| MRC VISITS TO THE STAKEHOLDERS | 549 | 32 |
| VISITS TO OEPS | 647 | 03 |
| VISITS TO EDUCATION CONSULTANTS | 432 | 01 |
| PRE-DEPARTURE BRIEFING SESSIONS | 213 | 02 |
| PRE-DEPARTURE SESSION ATTENDEES | 78,541 | 55 |
| FACEBOOK LIVE SESSION | 09 | 01 |

Digital Outreach

Shakeel Ahmed: Very informative video

09 Videos

61 Posts

06 Annour

Total Feb, 2021

Rikshaw Campaign







MRC signed MoU



MRC team signed MoU with National College of Business **Administration & Economics (NCBA&E)** to raise awareness on <mark>safe ways of migration</mark> and dangers of irr<mark>egular migration.</mark>

Rana Usman Ali: When will you do session on Turkey work visa? Please tell me





Under the Auspices of



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