

Counselling

PEOPLE CONTACTED MRC COUNSELLORS
1,605

PEOPLE THOROUGHLY COUNSELLED
259

190	91
45	16
1311	93
16	16
21	21
22	22

Communication channels

01% WALK IN CLIENTS
03% FACEBOOK MESSENGER
82% HOTLINE
01% EMAIL
01% FIELD COUNSELLING
12% WHATSAPP

MRC followers

Country Wise

City Wise

Karachi, Lahore, Peshawar

Out of these top 10 listed statistics of MRC case follows 87% of them belong to Punjab Province

Top video messages

Reach: 64,255 Views: 17,892

Reach: 68,136 Views: 14,355

Reach: 50,106 Views: 8,076

Top reached posts

Job advertisement by OLC, Urgently Required Doctors for USA

Reach: 3,365 Engagement: 74

Head body burial process in USA for Pakistanis, for Pakistanis living in USA

Reach: 323 Engagement: 174

Update for Pakistan in Ukraine The Embassy of Pakistan is Early Functional at Temporarily

Reach: 2134 Engagement: 80

Interests of MRC clients

- 36% Work abroad general/gulf labour migration
- 16% Study abroad - Europe
- 07% Sharing of MRC posts, videos & contact information/to know more about MRC
- 16% Verification and guidance
- 01% Covid: update about flights, contacting embassies, consulates, support mechanism, reopening of Work, study opportunities
- 10% Family reunification/settlement immigration
- 04% Visit visa abroad
- 10% Referral support

Average daily user on Facebook page

23% 13-24YRS
49% 25-34YRS
22% 35-44YRS
06% 45-60YRS

92% Male
08% Female

Capacity building workshop on safe migration

MRC team conducted nine days capacity building workshop on migration for 30 officers of Social and Welfare Department (SWD), Punjab. MRC engaged national and international migration experts to deliver sessions on safe migration, irregular migration, trafficking in person, protection and right of migrant workers.

Digital Outreach

Page followers	87,740	362
Engagement of all published posts	1,883,018	27,596
Reach of all published posts	20,567,608	246,543

57 Published Posts

- 09 Videos (23% LIVE)
- 23 Posts/Announcements
- 25 Links

Total Tweets published

1,187 Total
56 Feb, 2022

4,583,772 Impressions received
4,863 Feb, 2022

Page views

21,563 Total
415 Feb, 2022

Number of posted content
107 Total
08 Feb, 2022

Outreach Activities

VARIABLES	TOTAL	Feb, 2022
Orientation on safe and informed migration	151,200	2,048
No of participants attending the session	93,922	3,524
Orientation and outreach sessions	1,777	53
MRC visits to the stakeholders	1,158	99
Visits to DEPs	707	08
Pre-departure briefing sessions	556	39
MRC Facebook live session	25	02

MRC clients testimonial videos

MRC team recorded testimonial videos from two clients from Jehlum and Sialkot district. Mr. Saqib narrating the story of his brother, who went to Malaysia on visit visa, with an intention to work. He was caught by the authorities as his visa got expired and as a result he was deported back. MRC team with the support of CWA Malaysia were able to help Saqib's brother and he was deported back to Pakistan after few months.

Mr. Allah Raka Qadri sharing his experience and views about the services offered by the MRCs. Mr. Qadri is an Overseas Employment Promoter(OEP)

Positive comments/feedback

Zahid Chaudhry:
"MRC is the best department of Pakistan in provide correct migration information. We are proud of mrc."

Waqas Mirza:
"I have attended MRC session and find it very helpful and informative. I will now choose only legal migration"