Migrant Resource Centre (MRC) Pakistan awareness raising and outreach activities July - September, 2022





Counselling

CLIENTS CONTACTED 6,140

1,236

CLIENTS **COUNSELLED BY MRC COUNSELLORS**

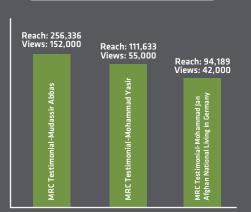
2968 CLIENTS LISTENED TO PRE-RECORDED MESSAGES

Communication channels

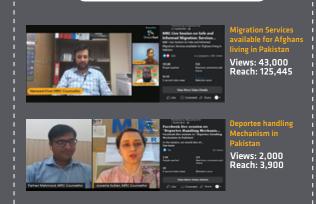


Verifications

MRC followers Top viewed videos



Top live sessions



Profile of MRC clients

Outreach Sessions in Provicnes

RAWALPINDI AND LAHORE

DIRECTLY THROUGH THE OEPS

RELEVANT GOVERNMENT/ DEPARTMENT

District wise segregation of counselled clients

45% Counselled clients from Gujranwala, Faisalabad, Sialkot & Jehlum

from Peshawar, Mardan, 25% Haripur, Swabi

10% from Lahore and Rawalpindi

from Gujrat and

from Attock, Sheikhupura and Karachi

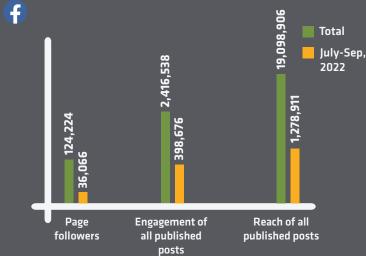
Digital outreach

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Saudi Arabia

Country Wise

City Wise



Number of MRC stalls

Orientation sessions

Community sessions

Sessions at educational institutes

Pre-depature sessions at POE + OEP

Number of capacity building workshops

Visits to OEP's	10
Visits to Educational Consultants	707
Stakeholders visits at MRC	7
MRC visits to the Stakeholders	177

Outreach sessions

MRC content development and dissemination

IEC MATERIAL	TOTAL	July-Sep, 22
Video messages developed by MRC counsellors, clients and migrants	331	37
Number of MRC Live sessions	58	14
Number of Posts and links shared on Facebook, Twitter, Youtube, linkedin	5,324	324
IEC material disseminated by MRCs	223,579	45,206

Interests of MRC clients



52% Work abroad general/Gulf



15.5% Study abroad lo. of queries received: 230



10% Verification and guidance



AGE RANGE

25-34YRS —

35-44YRS

45-60YRS

Afghans related matters

AUDIENCE

49%

24%

Average social media

users profile:

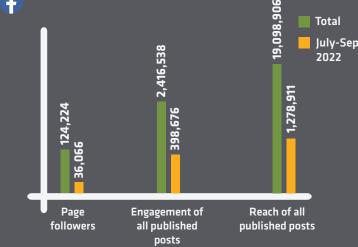
10% MRC Services, referral support and COVID19 updates No. of queries received: 157

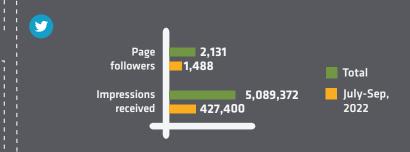


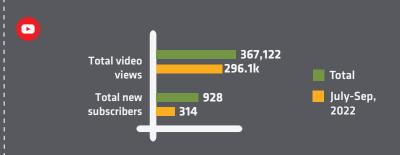
Return and Reintegration/family No. of queries received: 109



3.5% Visit visa abroad







MRC testimonial

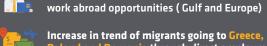
Kamal Awan shared his experiences of going to Europe irregularly, elaborates the ordeals of his journey, the life threathening challenges he faced.On his return to Pakistan, he applied for work in Saudia Arabia and got a job there.

Fahad Javed received a Polish job offer while he was working in Bahrain. Fahad knew about the MRC services therefore consulted the MRC counsellor on the required docuementation for the submission of his visa application. MRC counsellors shared the information with him enabling him to acquire an appointment at the Embassy and get his work visa for Poland.

Migration trends







Increase in trend of migrants going to Greece,
Poland and Romania through direct employment



A trend of Pakistanis going on study and work

108.3 % INCREASE verification of job contract offers and

48.2% INCREASE of beneficiaries of community and TVET outreach sessions





Feedback from clients

Idrees Ahmad: I am interested to work in Germany

Activity highlights

19,366

8,087

1,714

1. MRC team organised a seminar on "Impact of technology on migrants' journey and with the University of Punjab. The speakers to the event were from FIA, L&HRD, Journalist, MRC and Academia. 92 participants attended the seminar (44 male and 48 female).

2. Cycling rally to mark 'World Day Against Trafficking in Persons' and to raise awareness on the crime of human trafficking including bonded labor held on Friday, 29 July jointly with the Federal Investigation Agency (FIA). This cycling rally brought together 45 persons including representatives from the FIA, the Ministry of Overseas Pakistanis, foreign missions and

Gujrat and Faisalabad districts is launched. 1,200 posters were posted on rickshaws for two months starting from 15 August, 2022.

4. 1,885,170 SMS/ messages were disseminated in Mandi Bahudin, Jhelum and Faisalabad as part of the migration awareness campaign.

5. 40 journalists ans media representatives attended a two-day training on "strengthening knowledge, access to information and tools for journalists to better report on migration in

HUM News channel developed a news package and publish an article for the HUM News

6. 10 District Labour officers from the Labour Department Punjab were oriented on human trafficking and migrant smuggling. Additionally 7 Vocational counselling and Job Placement officers placed at KP TEVETA received a two day training on safe and informed migration.











