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



Counselling



Communication Channels



City Wise

MRC Followers

Country Wise

Top video messages



Top reached posts







Reach: 5,301

Verifications	
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Outreach Activities

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ORIENTATION SESSIONS	749	35	
SESSION ATTENDEES	99,261	1,374	
STAKEHOLDERS VISITS AT MRC	212	03	
MRC VISITS TO THE STAKEHOLDERS			
VISITS TO GEPS	664	09	
VISITS TO EDUCATION CONSULTANTS			
PRE-DEPARTURE BRIEFING SESSIONS	326	32	
FACEBOOK LIVE SESSION	18	03	

Signed MoU



MRC Lahore team signed MoU with Government College University, Lahore to conduct migration awareness raising session with the students of GCU.

Interests of MRC clients

129



Work Abroad General/Gulf Labour migration No. of queries received: 188



14%

129

Study abroad - Europe No. of queries received: 86



13%

Sharing of MRC posts, videos & contact information/to know more about MRC



06% Verification and Guidance



01%

Asylum No. of queries received: 07

12% Covid: Update about flights, Contacting Embassies, Consulates, Support Mechanism, reopening of work, study opportunities



05% Family Reunification/settlement



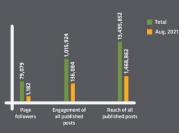
04%

Visit Visa Abroad



Referral Support No. of queries received: 78

Digital Outreach



Signed MoU



MRC Islamabad team organized a training session for the third batch of six new Community Welfare Attaches' (CWAs) appointed by the GOP. The CWAs destined for KSA, Japan, Qatar, and Bahrain

Average daily user on Facebook page











Positive comments/feedback

Khawaja: "Boht acha programme hai. Very informative " FB Live Session

Mehwish: "Informative" FB Live Session

Shahid Iqbal: MRC buhat he achi information logo tak pohcha raha hai. Aaj mujay unn baato k pata chala hai jin k phelay mujay koi idea nahi tha aur na he kabhi kisi nay iss pay baat ki thi

67 Posts/ 07 Links



members attended the Kick off meeting



from 8 districts are identified.



are selected and trained.

Community Awareness Intitatives



In Lahore, Rawalpindi Sialkot & Gujranwala.

Reached out after reading the rickshaw campaign message in six months.

400K MESSAGES Sent in Rawalpindi and Sialkot districts in phase II of SMS Campaign.

over hotline and 100 reached through MRC email.



PSA CAMPAIIGN Through radio and Tv Channels.

3,110,000 Total Reach in the districts of Punjab and KPK.

Community outreach on safe and informed migration through 4 partner organisations in districts: Peshawar, Mardan, Abbotabat, Malakand, Gujranwala, Silkot, Mandi Bahuddin and Gujrat begins in August.



ON CMPD

