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



### Counselling

PEOPLE CONTACTED MRC COUNSELLORS



**PEOPLE** THOROUGHLY COUNSELLED

1,243

# 54

### Communication channels



# Varifications

verifications	
RTISEMENTS	
RS	05
VSES	
IFICATION	01
	RTISEMENTS RS NSES

## Interests of MRC clients



### 45%

Work abroad general/gulf labour migration No. of gueries received: 146



Study abroad - Europe No. of queries received: 50



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



Verification and guidance No. of queries received: 38



o. of queries received: 00

05%

Covid: update about flights, contacting embassies, consulates, support mechanism, reopening of Work, study opportunities



Family reunification/settlement immigration
No. of queries received: 28



Visit visa abroad



Referral support No. of gueries received: 08

# Average daily user on Facebook page



+ 13-24YRS 25-34YRS → 45-60YRS

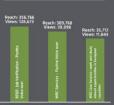




# MRC followers







# Top reached posts





### **Outreach Activities**

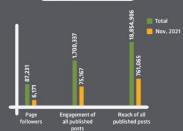
Orientation sessions	999	130
No of participants attending the session	120,804	5,894
Stakeholders visits at MRC	220	01
MRC visits to the stakeholders	970	
Visits to DEPs	704	11
Visits to education consultants	308	
Pre-departure briefing sessions	437	40
Facebook live session		

# Signed MoU:



MoU was signed with University of Sailkot for conducting awareness sessions regarding safe and informed migration.

# **Digital Outreach**





# **SMS Campaign**



TOTAL MESSAGES: 8,255
38 clients reached back to MRC through the

SMS campaign.



Sessions on safe and informed migration were conducted in six districts Abbottabad, Gujranwala, Sialkot, Peshawar, Mardan, Malakand, Mandi Bahuddin and Gujrat.



**ATTENDEES: 3,733** Male: 2,855

Female: 878



### Feedback from MRC beneficiary during a field visit to Sialkot:

"We are very thankful to MRC for organising this awareness raising session in our village as most of the young people here are very desperate to go abroad. Today, after listeneing to what MRC has shared we will now become MRC ambassodars and shall guide people on safe migration. We will also refer people who seek migration related information to MRC so that they can be better guide them.

## Positive comments/feedback

Art Dezien: "Thanks, really very informative, God Bless, both of you"









## Capacity building of partners/counterparts:

The MRC organised capacity building programme on migration for 20 district officials of Labour and Human Resource Department Punjab. The training aims to build capcities and knowledge of District Labour officials in the field of migration management including labour migration, human trafficking, migrant smuggling and protection of migrants' rights.