Migrant Resource Centre (MRC) awareness raising and outreach activities

July 2020

77,000 views

RESOURI CENTRE

Counselling

PEOPLE CONTACTED MRC COUNSELLORS

THOROUGHLY COUNSELLED 365

PEOPLE

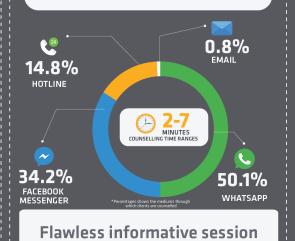
258

WHATSAPP

183

FACEBOOK MESSENGER

Communication Channels



Waqas Khan

MRC Followers

Country Wise







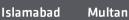
City Wise













Rawalpindi

Top reached posts

Reached to number of people

5,765 Engagement seen on live session

Recorded session views

2 Live sessions conducted



Facebook Live sessions

Reach 6,234 Engagement 727



Reach 7,921



Interests of MRC clients



57.25%

Work related information/ Work opportunities Abroad



6.25%

COVID update related to flights, contacting embassies/consulates, support mechanism



11.25% Information on visit visa



6.5%

Information on MRC services



Updates on re-opening of work/ study opportunities abroad



Return and reintegration services/ updates

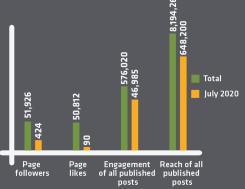


Verification for visas/ advertisement and referral support



Misc. (Asylum, family reunification etc.)

Digital Outreach





In July 2020

messages on safe and informed migration, work/ study abroad and travel updates were disseminated

SMS Dissemination



SIALKOT IEHLUM

Top 3 video messages

15,600 views

12,800 views

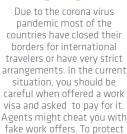






Male belonging to migration prone BAHAWALPUR FAISALABAD areas/ regions of

Pakistan, as per the BEOE statistics.



information about travel or work abroad opportunities, please contact the Migrant Resource Centre Hotline

yourself and to get authentic

0304-1112123 or info@mrc.org.pk. All information will

be given free of cost.

Average daily user on Facebook page

35-44YRS



26% 18-24YRS 50% 25-34YRS





Female

The project is funded by the European Union

Implemented by

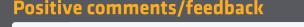
Under the Auspices of











Abiha: When we go to a country on study visa, can we work there to meet our education expenses during our study?