Migrant Resource Centre (MRC) awareness raising and outreach activities

June 2020

ا تنگرنٹ MIGRANT RESOURCE CENTRE

Counselling

PEOPLE CONTACTED MRC COUNSELLORS 1 592



PEOPLE THOROUGHLY COUNSELLED

1,593 😬

WHATSAPP

496

95 FACEBOOK MESSENGER

24

03

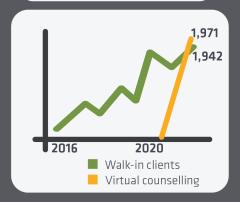
03

Communication Channels



Haii Safdar Nakiana lee

Virtual counselling



Virtual counselling (total of 1,971) has now surpassed the number of walk-in clients since 2016 (total of 1,942 since 2016)

Facebook Live sessions

2 Secondary Seco

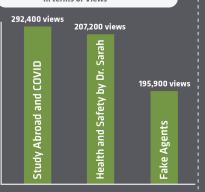
2 Live sessions conducted

138,233 Reached to number of people

5,481 Engagement seen on live session

75,700 Recorded session views

Top 3 video messages



Top reached posts



Update for Stranded Iqama Holders in UAE Reach 8,700 Engagement 736



pening of ort offices



Azad Visa Reach 6,300

Interests of MRC clients



39.1%

Work related information/ work opportunities abroad



15.4%

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



12.3%

Information on visit visa



9.6%

Information on MRC services



9.5%

Updates on re-opening of work/ study opportunities abroad



6.0%

Return and reintegration services/ updates

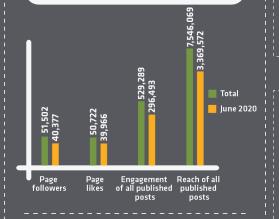


Positive comments/feedback

4.3%

Verification for visas/ advertisement and referral support

Digital Outreach





SMS Dissemination

In June 2020

995

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



GUIRAT

BAHAWALPUR



GUJRAANWALA Tai



MANDI BAHAUDDIN Targeted audience

Male belonging to migration prone areas/ regions of Pakistan, as per

the BEOE statistics.

18-40

countries have closed their borders for international travelers or have very strict arrangements. In the current situation, you should be careful when offered a work visa and asked to pay for it. Agents might cheat you with fake work offers. To protect yourself and to get authentic information about travel or

nandemic most of the

please contact the Migrant Resource Centre Hotline 0304-1112123 or info@mrc.org.pk.

work abroad opportunities,

All information will be given free of cost.

Average daily user on Facebook page





93%



7% Female

The project is funded by the European Union

Implemented by

Under the Auspices of









"Informative and excellent work." Iram Saba