

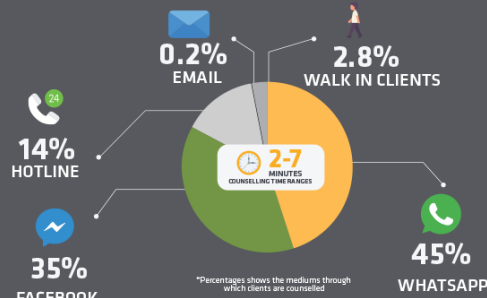
Migrant Resource Centre (MRC) awareness raising and outreach activities

September 2020

Counselling



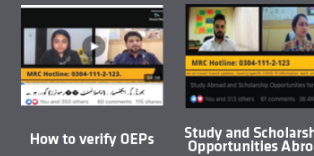
Communication Channels



MRC Followers



Facebook Live sessions



2 Live sessions conducted
 286,127 Total Reached
 11,944 Engagement seen on live session

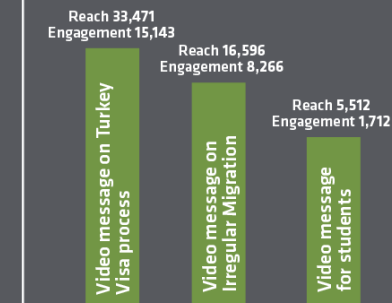
Verifications:

JOB ADVERTISEMENTS	33
JOB OFFERS	9
OEP LICENSES	10
TOTAL	52

Outreach Activities:

VARIABLES	TOTAL	SEPTEMBER
ORIENTATION SESSIONS	542	12
SESSION ATTENDEES	71,674	264
STAKEHOLDERS VISITS AT MRC	197	2
MRC VISITS TO THE STAKEHOLDERS	380	5
VISITS TO OEPs	638	4
VISITS TO EDUCATION CONSULTANTS	242	1

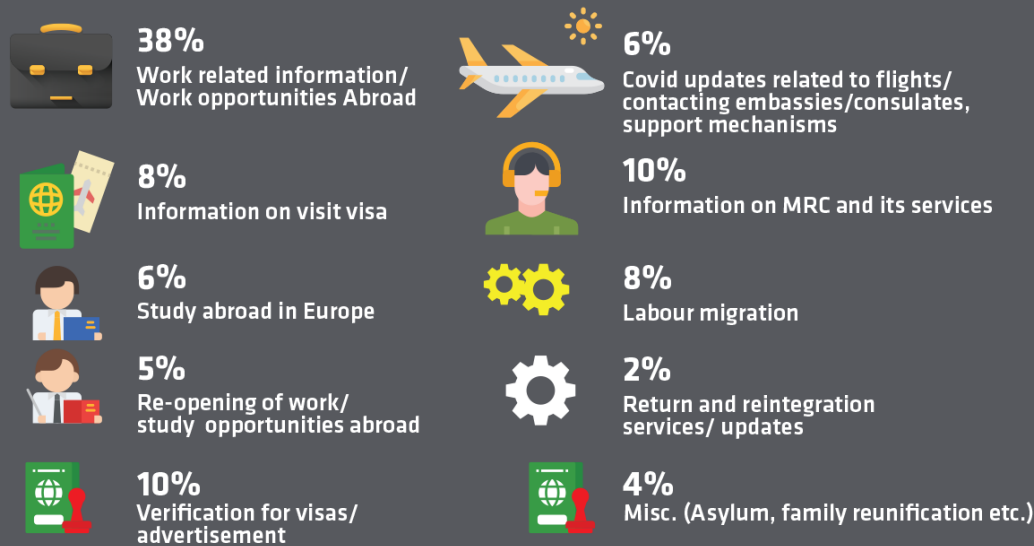
Top video messages



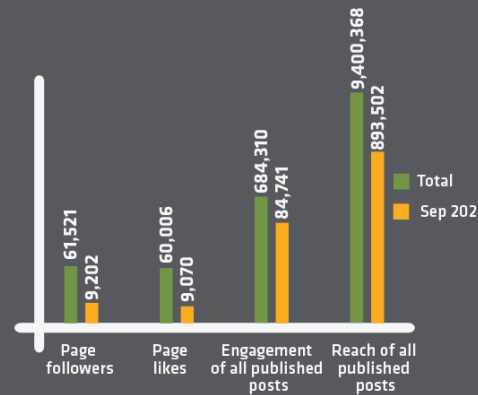
Top reached posts



Interests of MRC clients

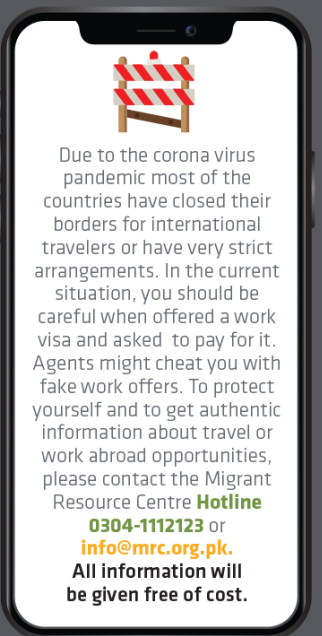
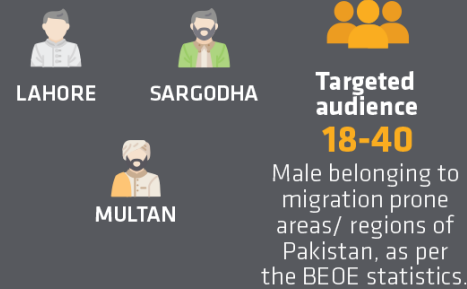


Digital Outreach



SMS Dissemination

In September 2020
1,337 messages on safe and informed migration, work/ study abroad and travel updates were disseminated



Average daily user on Facebook page



112 Published posts



Positive comments/feedback

Aamir: Good information. It will help many to avoid fraud

Kamran: Very informative, Log es per amal kar ke fraud say bach sakhtay hein

Hamza: Please include at least one representative from the Bureau of Emigration and overseas employment in your sessions, being the most relevant department for provide and verify information

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Under the Auspices of



IMPROVING MIGRATION MANAGEMENT IN THE SILK ROUTES



ICMPD
 International Centre for Migration Policy Development

