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



Counselling

PEOPLE CONTACTED MRC COUNSELLORS

PEOPLE THOROUGHLY COUNSELLED

2090

160

129

250

1157

676

89

07



07

Communication Channels



Verifications

JOB ADVERTISEMENTS	12
JOB OFFERS	06
OEP LICENSES	06
TOTAL	24

Interests of MRC clients



Work Abroad General/Gulf Labour migration No. of queries received: 150



12%

Study abroad - Europe No. of queries received: 47



30%

Sharing of MRC posts, videos & contact information/to know more about MRC No. of queries received: 114



03%

Covid: Update about flights, Contacting Embassies, Consulates, Support Mechanism, reopening of work, study opportunities No. of queries received: 14



03%

Family Reunification/settlement immigration No. of queries received: 12



13% Visit Visa Abroad No. of queries received: 48

Total number of queries: 385

45-60YRS

Average daily user on Facebook page



25% 18-24YRS 25-34YRS 20% → 35-44YRS



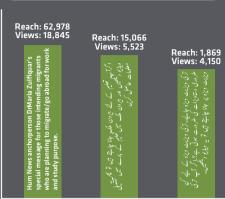


MRC Followers

Country Wise



Top video messages



Top reached posts



Reach: 11,094 Engagement: 1,328



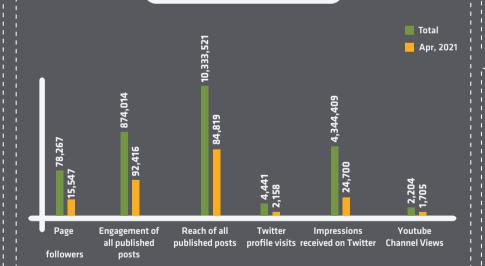
Reach: 6,859 Engagement: 412

Outreach Activities

	VARIABLES	TOTAL	FEB, 2021
	ORIENTATION SESSIONS	644	09
	SESSION ATTENDEES	82,333	283
	STAKEHOLDERS VISITS AT MRC	211	02
	MRC VISITS TO THE STAKEHOLDERS	613	31
	VISITS TO OEPS	652	02
	VISITS TO EDUCATION CONSULTANTS	434	01

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Digital Outreach





Abdul Sattar Chohan: Good Knowledge MRC team

Rikshaw Campaign



CAMPAIGN

Awareness raising campaign duration: April 1-30



1.150+ CALLS OVER HOTLINE

And 600+ messages received on whatsapp



1.200 RIKSHAWS

Lahore, Rawalpindi, Sialkot & Gujranwala

MRC Volunteer Drive



MRC Volunteer Drive

Launched in April through MRC social media platform.



98 POTENTIAL VOLUNTEERS

Shown interest in becoming MRC volunteers.

Shortlisting of applicants and the training program will happen in June.

ماشاءاللہ جناب بہت زبرد ست انفار میشن ہم عوام کے لیے ہم آیکے بہت مشکور حمیں س خدا آیکا ستاره اقبال در خشال اور تابیبال رکھے

MPROVING MIGRATION :::: 4 ICMPD





