# Migrant Resource Centre (MRC) Pakistan awareness raising and outreach activities January, 2022



#### **Counselling**

PEOPLE CONTACTED MRC COUNSELLORS 360



THOROUGHLY COUNSELLED

**137** 

202



100



08

# 13

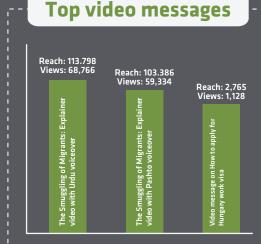
#### **Communication channels**





#### MRC followers





#### Top reached posts



Reach: 7,288 Engagement: 309

Reach: 3,187 Engagement: 71

JOB ADVERTISEMENTS	18
JOB OFFERS	07
OEP LICENSES	14
VISA VERIFICATION	01
TOTAL	40

### **Interests of MRC clients**



Work abroad general/gulf labour migration





Study abroad - Europe



09% Sharing of MRC posts, videos & contact information/to know more about MRC



Verification and guidance



0%

#### 02%

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



06% Family reunification/settlement immigration



08% Visit visa abroad



02% Referral support

# Average daily user on Facebook page



→ 13-24YRS 25-34YRS 35-44YRS 45-60YRS



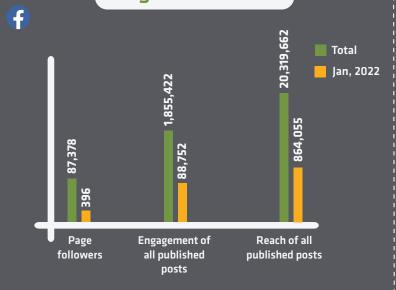
08% Female

## **Capacity Building Workshop on Migration**

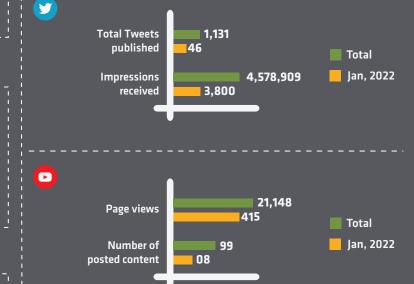
As part of the capacity building initiative, the MRC team conducted a two-day capacity building workshop on migration for the staff of Phoenix Foundation for Research & Development (PFRD), a local community organisation working in Punjab. The MRC was invited to deliver a session on safe and informed migration in a training on "Force Labour, Bonded labour and Trafficking in person" organised for 20 labour officers and assistant directors from LHRD, Punjab.



#### **Digital Outreach**







#### Positive comments/feedback

#### **Shakeel Ahmad:**

This video is very informative and helpful to students to find the job's and survive in the market.

#### Fecedback from client after attending MRC session:

https://www.facebook.com/watch/?v=631642217913886

#### **Outreach Activities**

VARIABLES	TOTAL	Jan, 2022
Orientation on safe and informed migration	149,152	1,226
No of participants attending the session	90,398	2,811
Orientation and outreach sessions	1,134	28
Stakeholders visits at MRC	206	04
MRC visits to the stakeholders	1,044	40
Visits to OEPs	714	07
Visits to education consultants	317	05
Pre-departure briefing sessions	527	33
MRC Facebook live session	21	02
Facebook live session with Partners	22	02
MRC stalls	26	

#### **SOME OF THE MONTHLY OBSERVED TRENDS ARE:**



#### 11% DECREASE

In number of COVID cases in Pakistan and also with the end of outreach campaigns the counselling numbers has decreased.



#### **25% INCREASE**

Was observed in queries related to verification of job offers and OEP licenses



#### **4 AFGHAN CLIENTS**

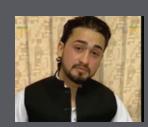
Reached out to MRC via WhatsApp and as a walk in at the centre. Their queries were regarding P2A visa, process of applying for USA visit visa from Pakistan and renewal of Pakistani visa



#### **13% INCREASE**

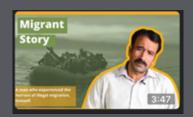
In the number of migrants receiving PDOS briefings at both POE offices in Lahore and Rawalpindi

#### MRC clients testimonial videos



An afghan citizen giving his message to all afghan nationals to contact mrc for information on safe Migration avenues and processes

Travelling to europe irregularly



The project is funded by the European Union

**€** ICMPD



