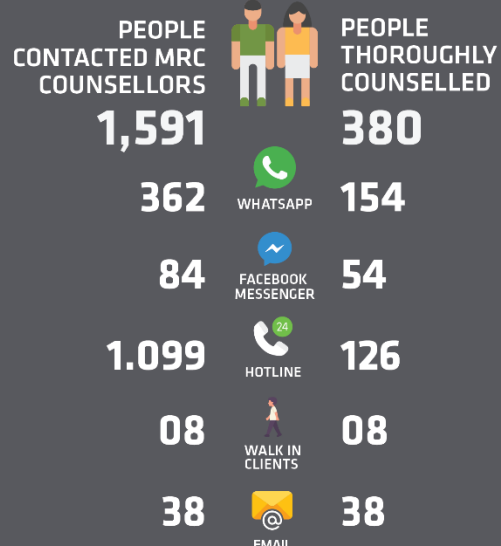


Counselling



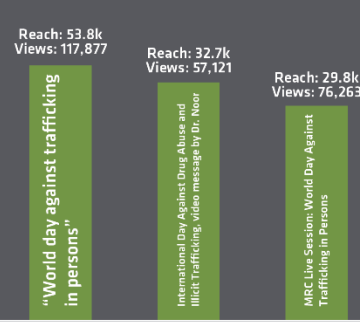
Communication Channels



MRC Followers



Top video messages



Top reached posts



Verifications

JOB ADVERTISEMENTS	15
JOB OFFERS	02
OEP LICENSES	10
TOTAL	27

Outreach Activities

VARIABLES	TOTAL	JULY, 2021
ORIENTATION SESSIONS	709	20
SESSION ATTENDEES	97,118	614
STAKEHOLDERS VISITS AT MRC	209	0
MRC VISITS TO THE STAKEHOLDERS	695	27
VISITS TO OEPS	662	-
VISITS TO EDUCATION CONSULTANTS	265	-
PRE-DEPARTURE BRIEFING SESSIONS	292	29
FACEBOOK LIVE SESSION	15	01

Community Outreach and Interventions

RIKSHAW CAMPAIGN

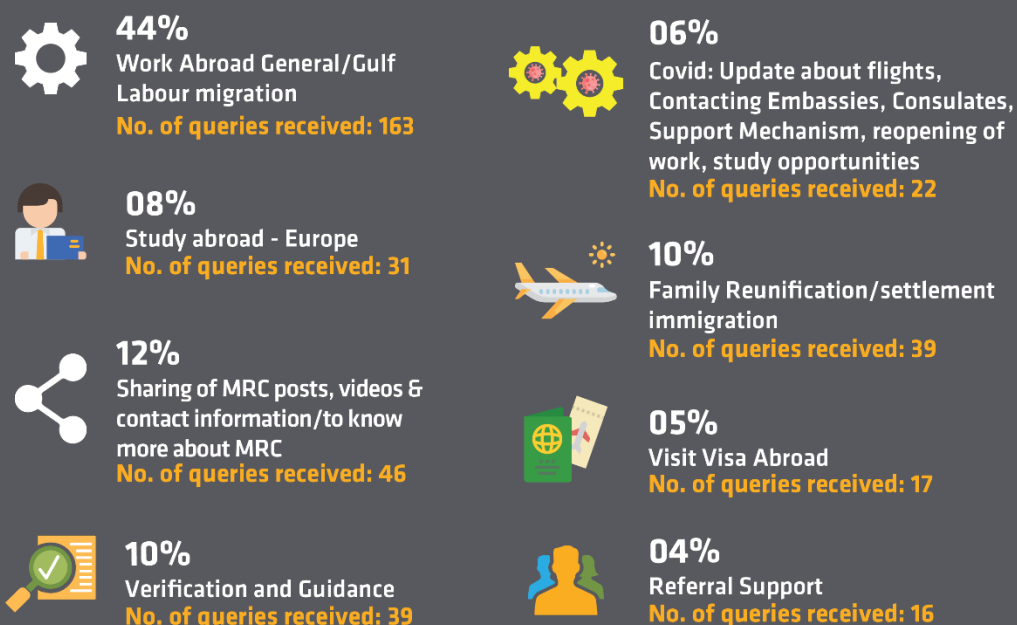
1,200 RIKSHAWS In Lahore, Rawalpindi Sialkot & Gujranwala
10 CLIENTS Reached out after reading the rickshaw campaign message.

400k SMSs LAUNCHED in Lahore and Sialkot
22 CLIENTS Contacted after receiving the message

PSA CAMPAIGN

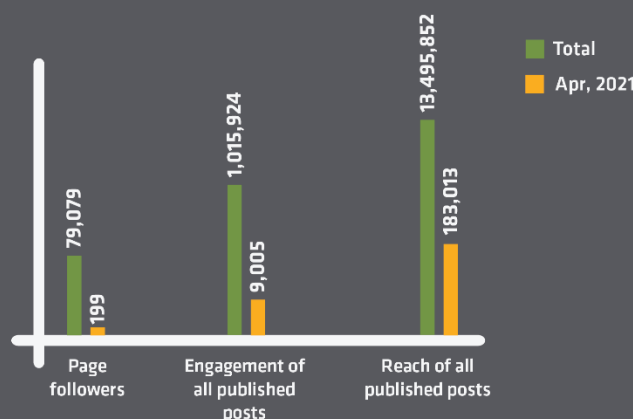
64 TOTAL PSAs Aired On local Radio channels in Pashto & Punjabi languages
CITIES Mandi Bahuddin, Jhelum, Gujrat, Dera Ghazi Khan, Faisalabad Mardan, Swabi, and Peshawar

Interests of MRC clients



Total number of queries: 373

Digital Outreach



Average daily user on Facebook page



MRC monthly trends observed through outreach and awareness activities

20% INCREASE In queries about work opportunities other than in Gulf

10% INCREASE In immigration and reunification queries

300% INCREASE In requests from clients to verify job offers, visas, contracts and OEP licenses

45% WALK-IN CLIENTS Are interested in study opportunities available in Europe

60% INCREASE In listening to IVR messages in observed from Jan-June 2021 when compared with the last six month of 2020.

35% inquire about labour migration and remaining **10%** inquire about **visa verification**

Positive comments/feedback

Muhammad Asif: Very good very nice Allah bless you with every day and night

Ahmad Jan: ماشاءالله زبردست

Shahid Iqbal: No doubt it's very useful information and awareness. But there should be a strict crack down against the human trafficking elements, so that their hands should be twisted.

World Day Against Trafficking in Persons

To mark World Day against **Trafficking in Persons**, the Migrant Resource Centre (MRC) Pakistan organised a **conference on 29 July 2021**.

Event Hosted By MRC | BEOE | FIA **73 PARTICIPANTS**
 38 In Person
 35 Online

The conference brought together representatives of academia, government, civil society organisations, media, international organizations, think tanks and subject matter experts.

Points highlighted by speakers were:

- The need to establish an improved and more effective coordination and support mechanism between all relevant stakeholders.
- Awareness-raising initiatives to improving public understanding on trafficking and smuggling.

TWITTER CAMPAIGN

26,000+ Impressions Received
28 Jul - 02 Aug Campaign duration