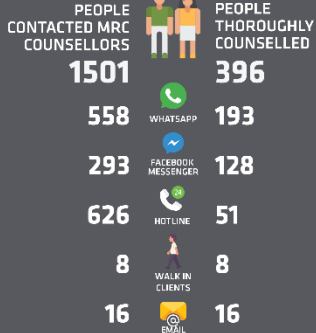


Migrant Resource Centre (MRC) Pakistan Awareness Raising and Outreach Activities May, 2021

Counselling



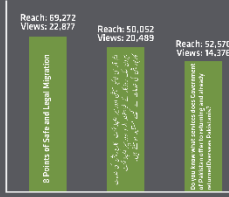
Communication Channels



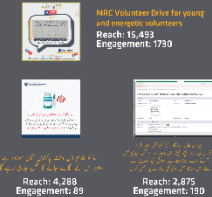
MRC Followers



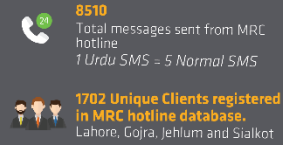
Top Video Messages



Top Reached Posts



SMS Campaign



Verifications

JOB ADVERTISEMENTS	05
JOB OFFERS	03
DEP LICENSES	06
TOTAL	16

Outreach Activities

VARIABLES	TOTAL	MAY, 2021
ORIENTATION SESSIONS	651	06
SESSION ATTENDEES	82,482	149
STAKEHOLDERS VISITS AT MRC	213	02
MRC VISITS TO THE STAKEHOLDERS	624	11
VISITS TO DEPS	654	02
VISITS TO EDUCATION CONSULTANTS	434	00
PRE-DEPARTURE BRIEFING SESSIONS	234	10
FACEBOOK LIVE SESSION	12	01

Rikshaw Campaign

59 Calls received as a result of Rikshaw campaign

May 1-31 2021
Duration

1,200 RIKSHAWS
Lahore, Rawalpindi, Sialkot & Gujranwala

Interests of MRC Clients

- 41%** Work Abroad General/Labour migration
No. of queries received: 160
- 7%** Study abroad - Europe
No. of queries received: 28
- 5%** Verification and Guidance
No. of queries received: 21
- 31%** Sharing of MRC posts, videos & contact information/to know more about MRC
No. of queries received: 123
- 05%** Covid: Update about flights, Contacting Embassies, Consulates, Support Mechanism, reopening of work, study opportunities
No. of queries received: 19
- 06%** Family Reunification/settlement immigration
No. of queries received: 24
- 5%** Visit Visa Abroad
No. of queries received: 19

Total number of queries: 384

Digital Outreach



Average Daily User on Facebook Page



MRC Volunteer Drive



Meet & Greet session on **9th June, 2021 at 3:00 p.m.**
Training will start from **21 to 25 June, 2021**

Sangeen Shah: Very good message

Abdul Rehman Baig: Great effort for innocent people thanks

Labour Day Celebrations/ Twitter Campaign

An MRC live session was conducted in accordance with Labour Day 2021 with a guest speaker from PVTC

Topic: Importance of skill and technical education in search of foreign jobs

38,487 Total reach

7,598 Video views

253 Impressions

#MRCPAKISTAN

Total potential impressions **(4,002,215) 4M**

Unique potential reach **897,315**

Activity duration: **5 Hours**
1000+ tweets
35 contributors

Positive Comments/Feedback

انا سمجھا کر ہی ہرپ میں چاہے کے لیے کون سی سائبرنگ ہے؟

Imran Yousaf: Great post thank you

Robin Yousaf : Good job, thank you, God bless you and your team