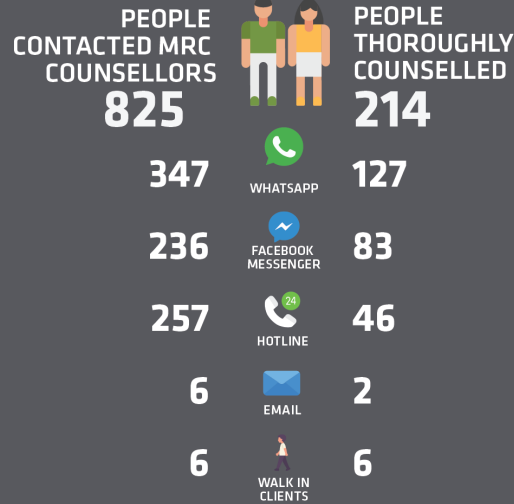


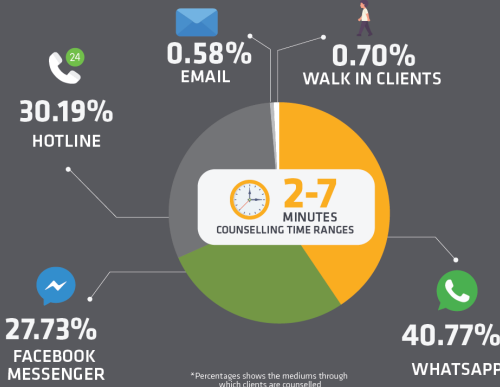
Migrant Resource Centre (MRC) awareness raising and outreach activities

August 2020

Counselling



Communication Channels



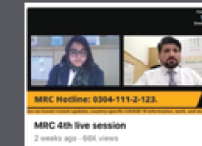
Ahmed: Very Informative! Please guide me more about work opportunity abroad.

MRC Followers



Out of these top 10 cities/ districts of MRC page followers 60% of them belong to Punjab Province

Facebook Live sessions



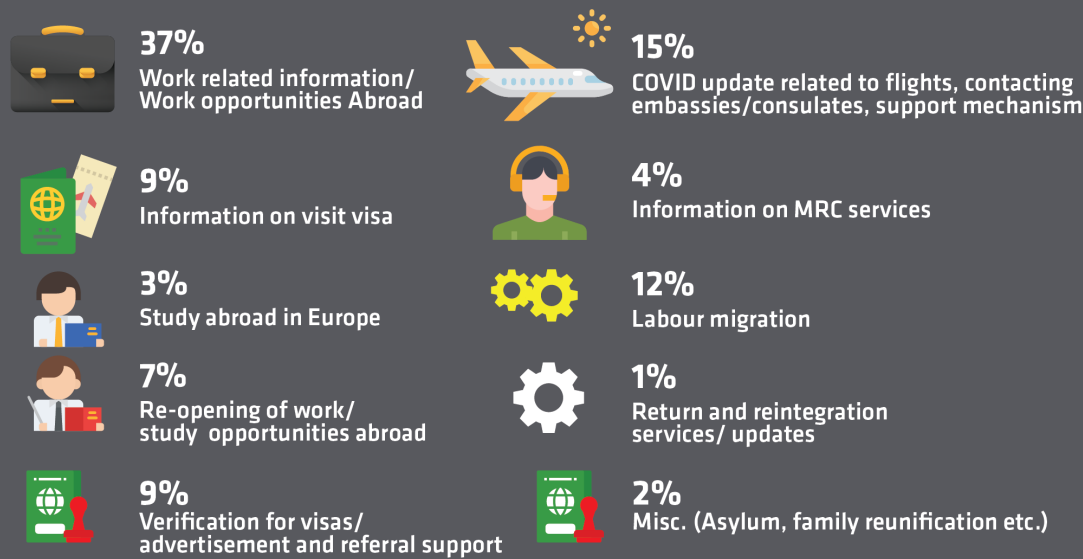
Labour migration from Pakistan and the role of government institutes

1 Live sessions conducted

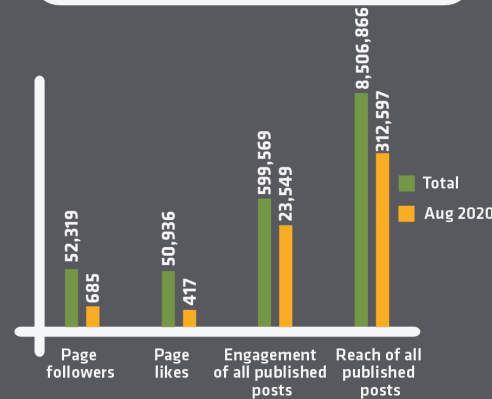
118,309 Reached to number of people

2,837 Engagement seen on live session

Interests of MRC clients



Digital Outreach



Top video messages

Reach 93,438 Engagement 5,801

Reach 9,431 Engagement 6,740

How to find a job through OEPs (in Pashto)

Information on visa for Qatar

Top reached posts



Travel Update for UAE: ICA Approval not required for valid residency visa only COVID-19 negative test required

Reach 4,076 Engagement 321



Announcement of MRC Live session on Labour Migration

Reach 23,075 Engagement 2,853



Procedures for residents arrival to the UAE

Reach 3,757 Engagement 380

SMS Dissemination

In August 2020

1,463



messages on safe and informed migration, work/ study abroad and travel updates were disseminated

MALAKAND JEHLUM

LAHORE



Targeted audience 18-40

Male belonging to migration prone areas/ regions of Pakistan, as per the BEOE statistics.

Average daily user on Facebook page



Positive comments/feedback

Sajjad: Good information for everyone.

Khawaja: Truly informative programme. Keep it up.

My name is Muhammad Kamran. I always like to watch your videos which are based on real challenges faced by irregular migrants. MRC is raising awareness at its best. Thumbs up to you. Best regards

The project is funded by the European Union

Implemented by

Under the Auspices of



IMPROVING MIGRATION MANAGEMENT IN THE SILK ROUTES



ICMPD International Centre for Migration Policy Development

