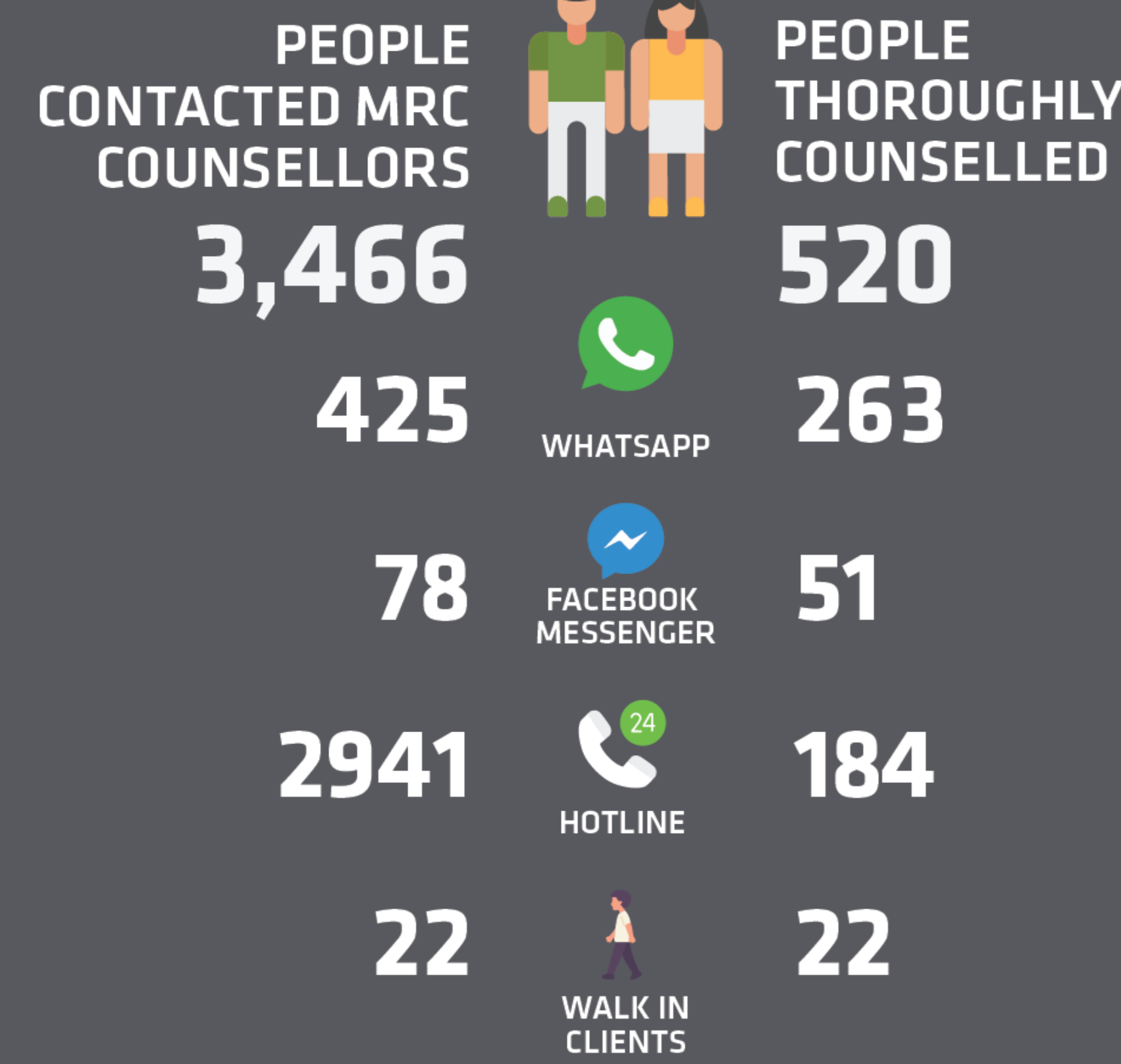


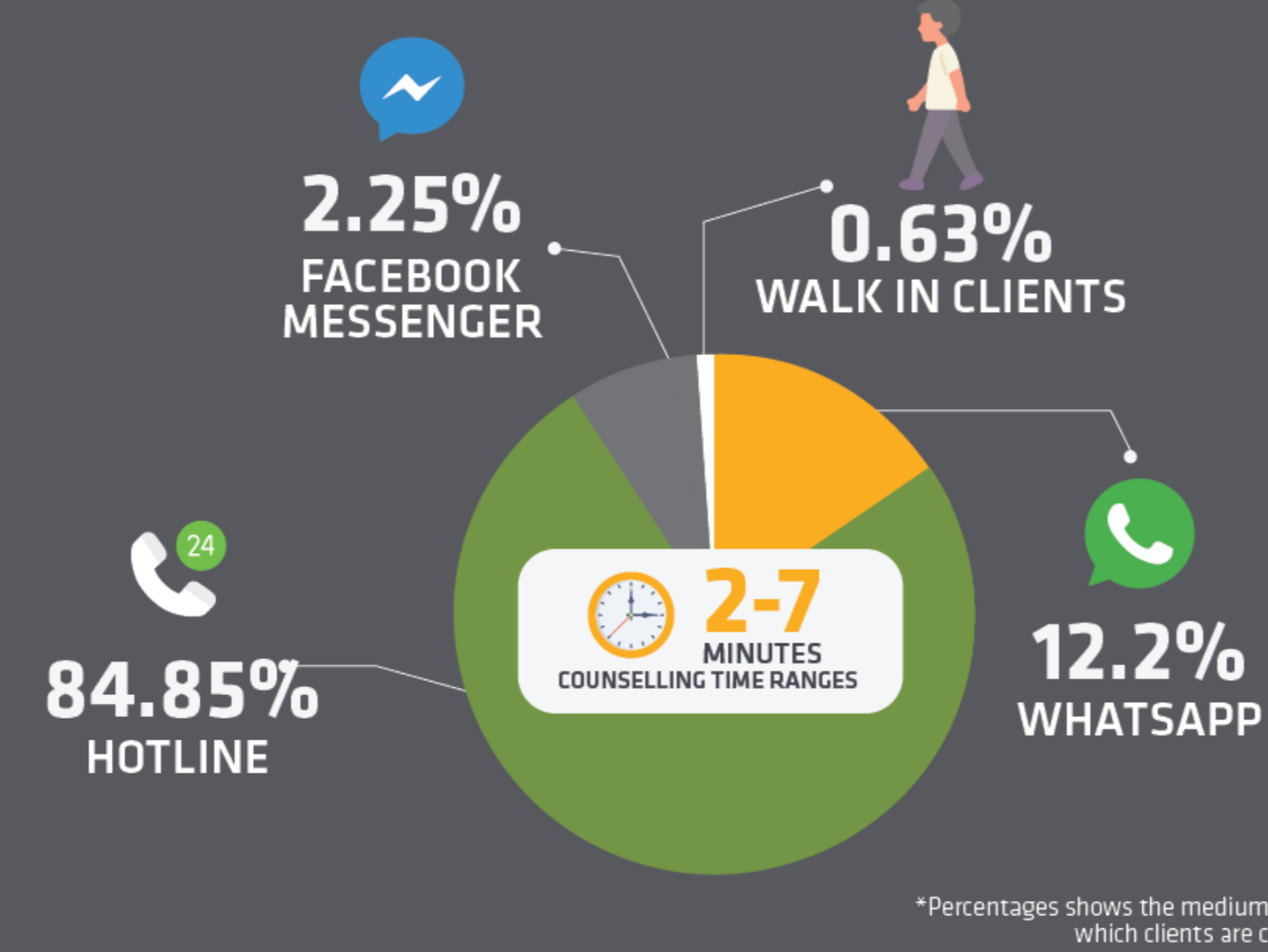
# Migrant Resource Centre (MRC) awareness raising and outreach activities

December 20 - January 21

## Counselling



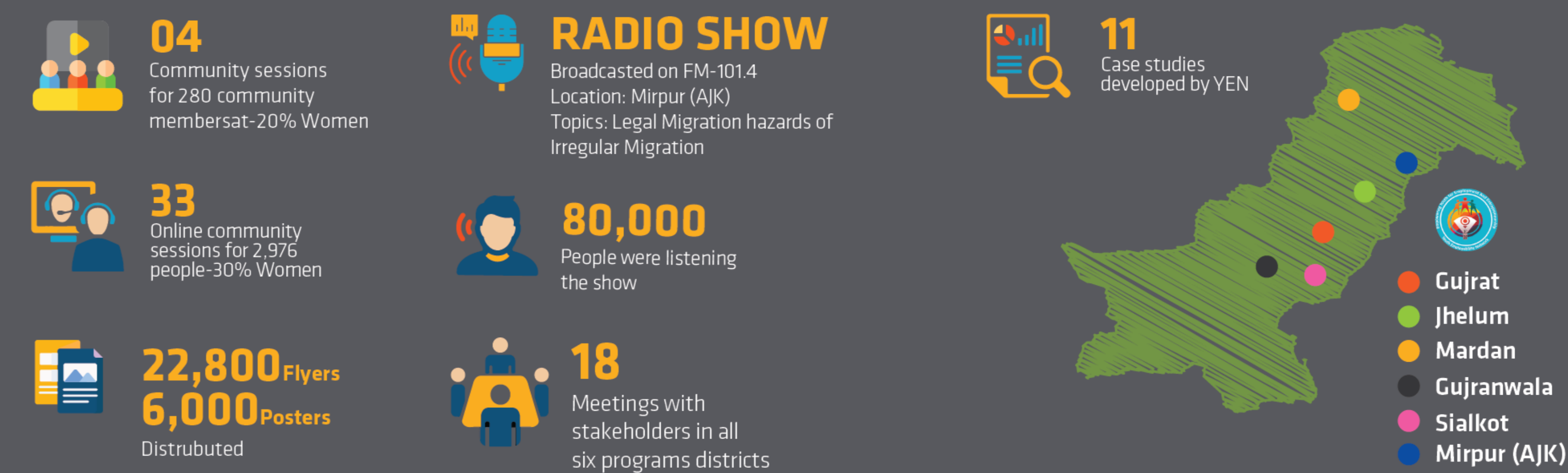
## Communication Channels



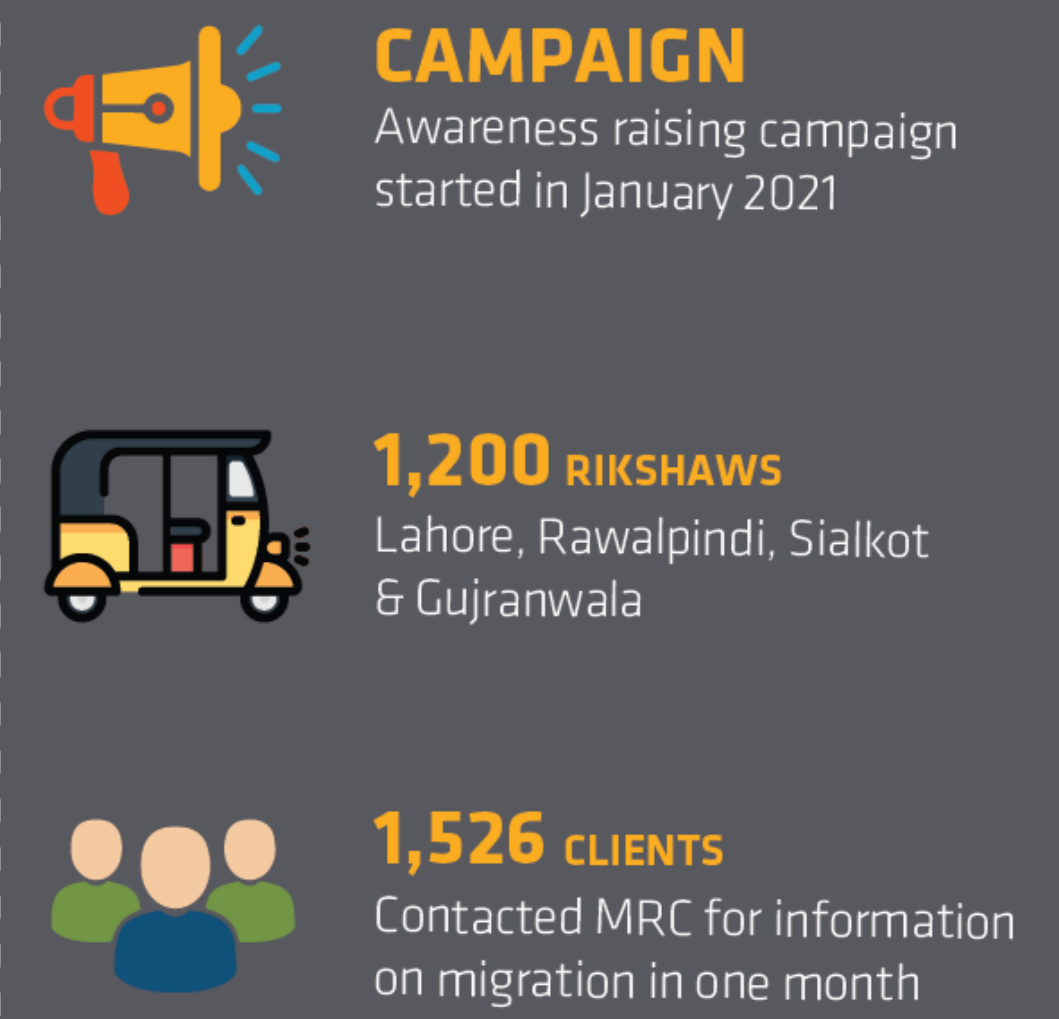
## MRC Followers



## Community Outreach Project in KP, Punjab, and AJK



## Rikshaw Campaign



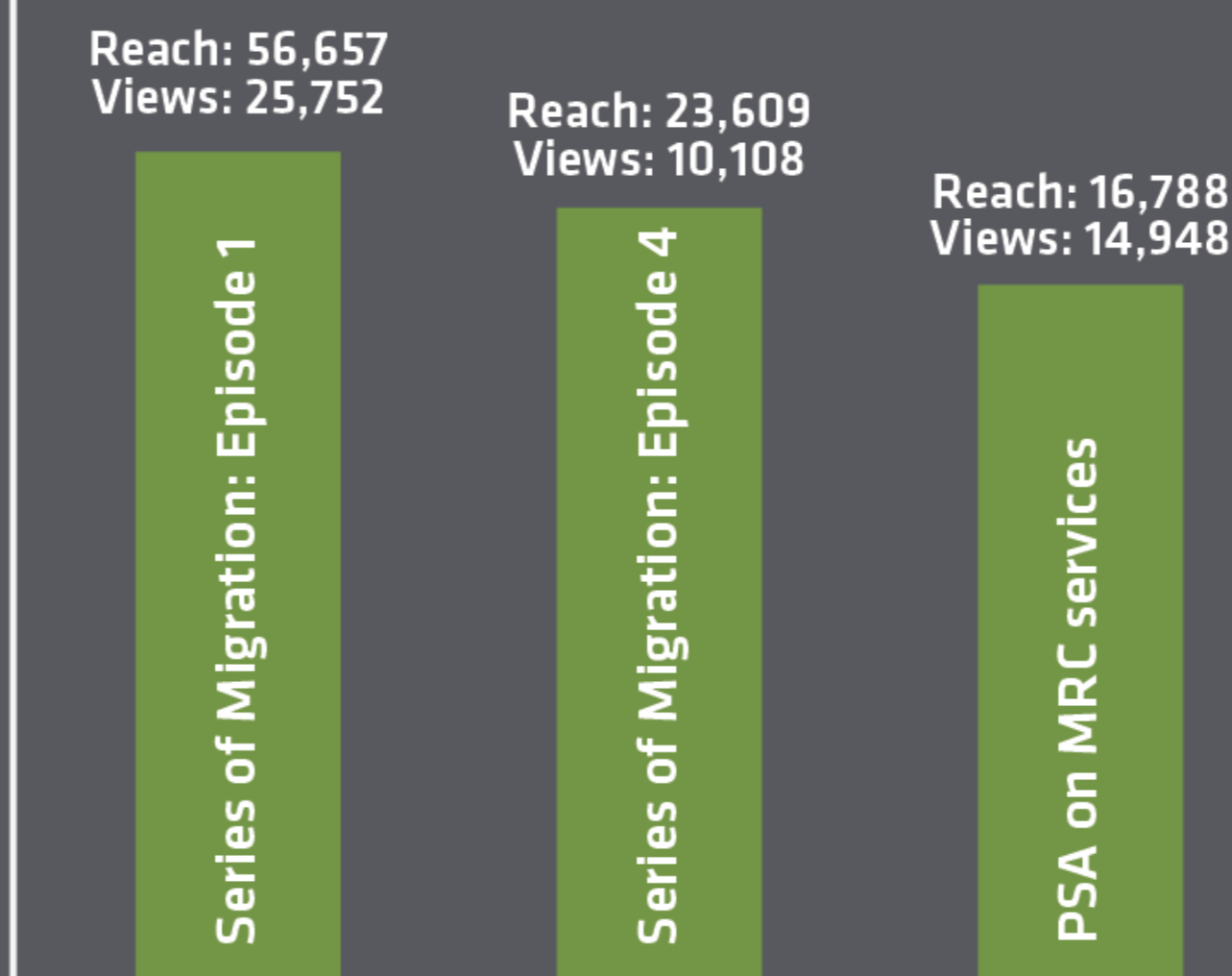
## Verifications:

JOB ADVERTISEMENTS	24
JOB OFFERS	01
OEP LICENSES	11
TOTAL	36

## Outreach Activities:

VARIABLES	TOTAL	DEC 20- JAN 21
ORIENTATION SESSIONS	616	44
SESSION ATTENDEES	72,933	229
STAKEHOLDERS VISITS AT MRC	209	3
MRC VISITS TO THE STAKEHOLDERS	410	6
VISITS TO OEPS	-	-
VISITS TO EDUCATION CONSULTANTS	-	-
DISSEMINATION OF MRC CONTENT THROUGH VOLUNTEER WHATSAPP GROUPS	69,373	4,239

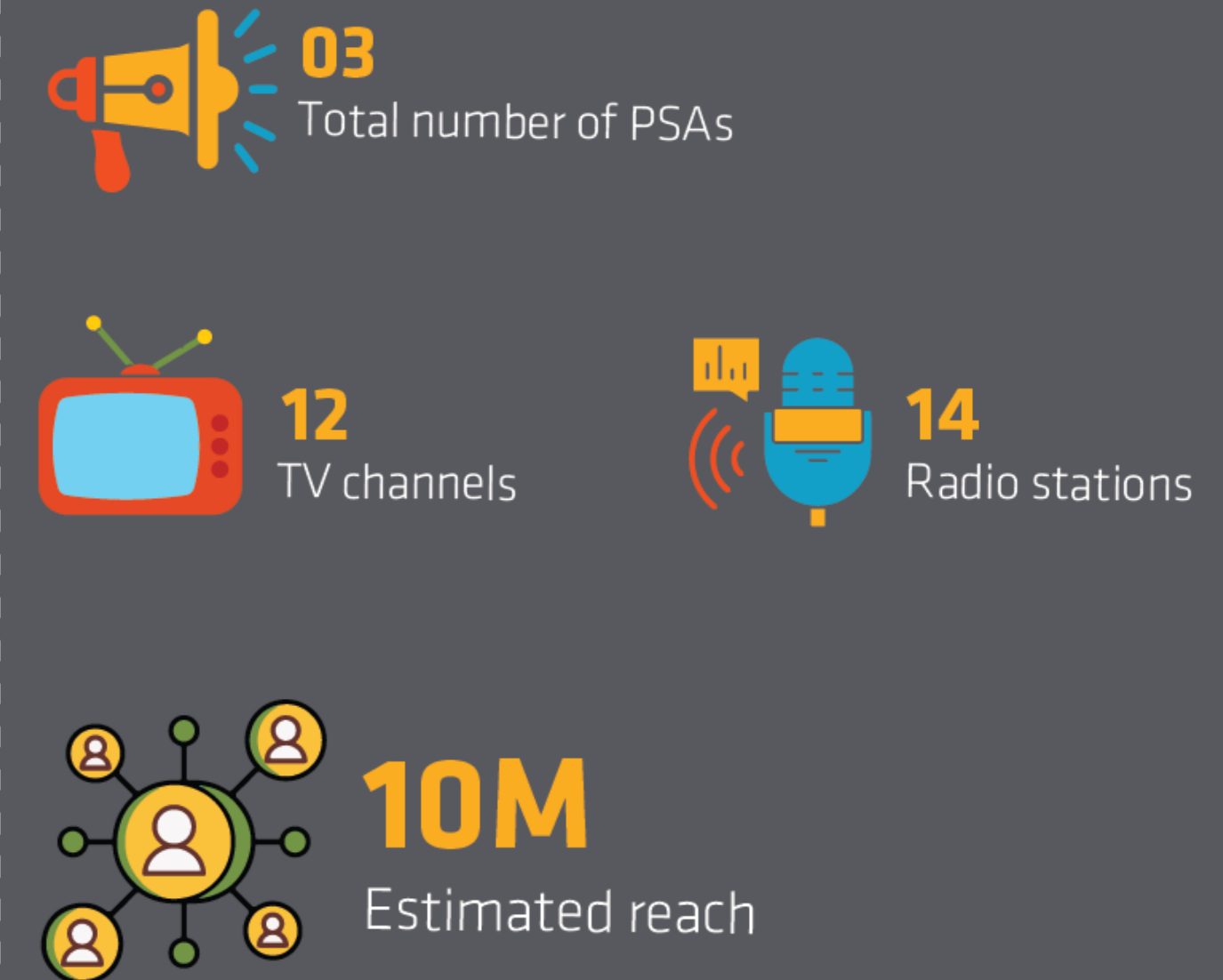
## Top video messages



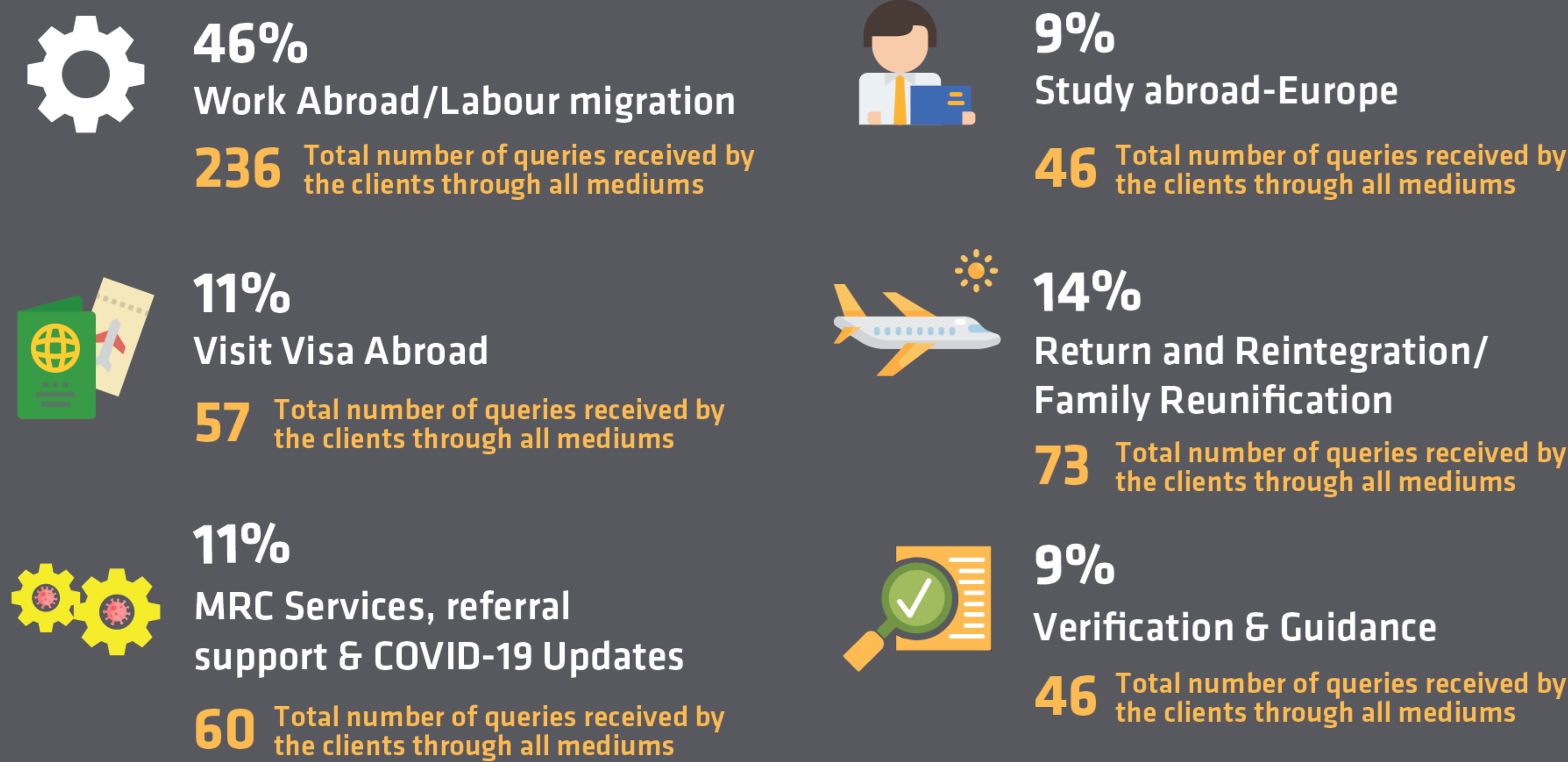
## Top reached posts



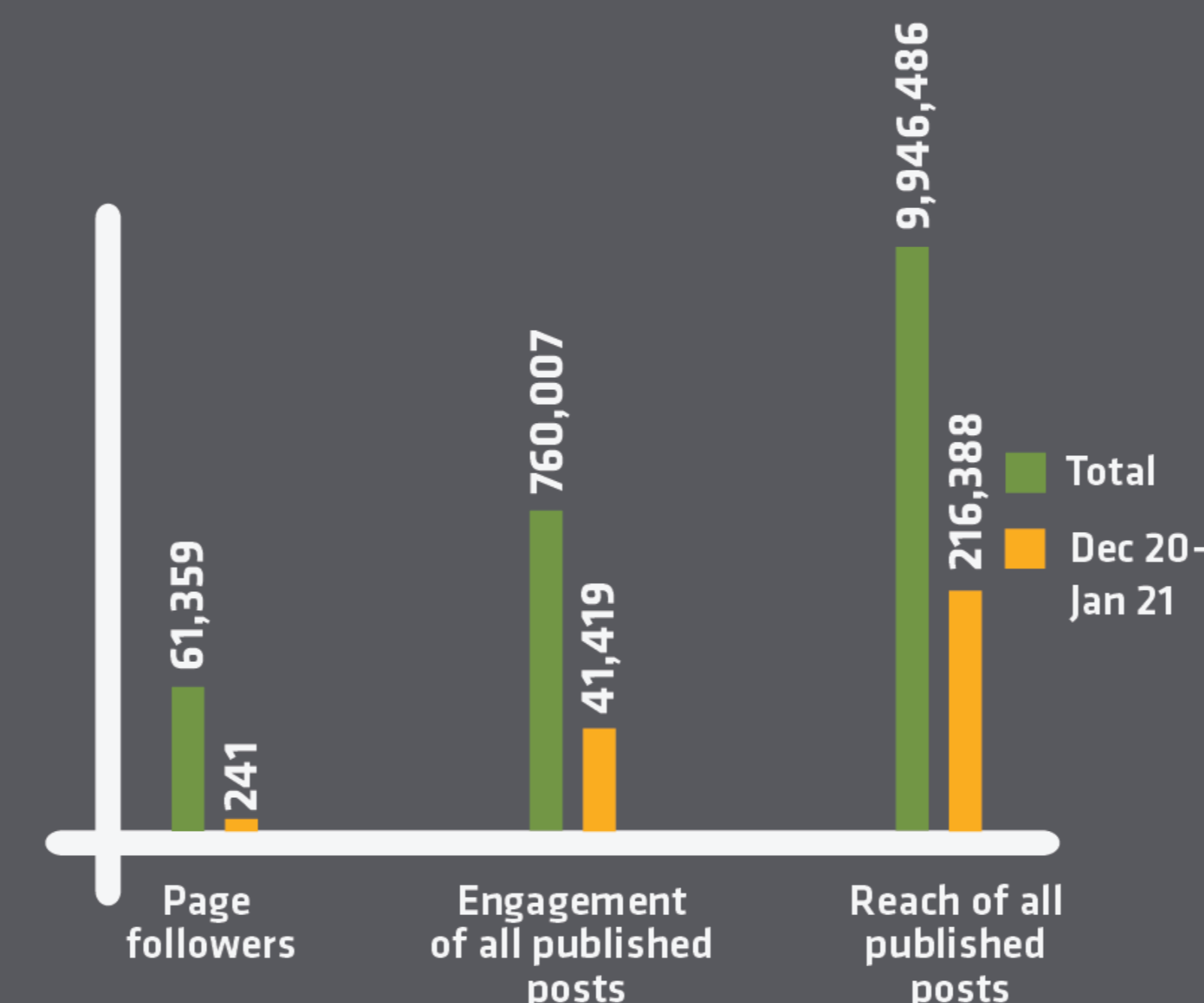
## Awareness through Public service announcements



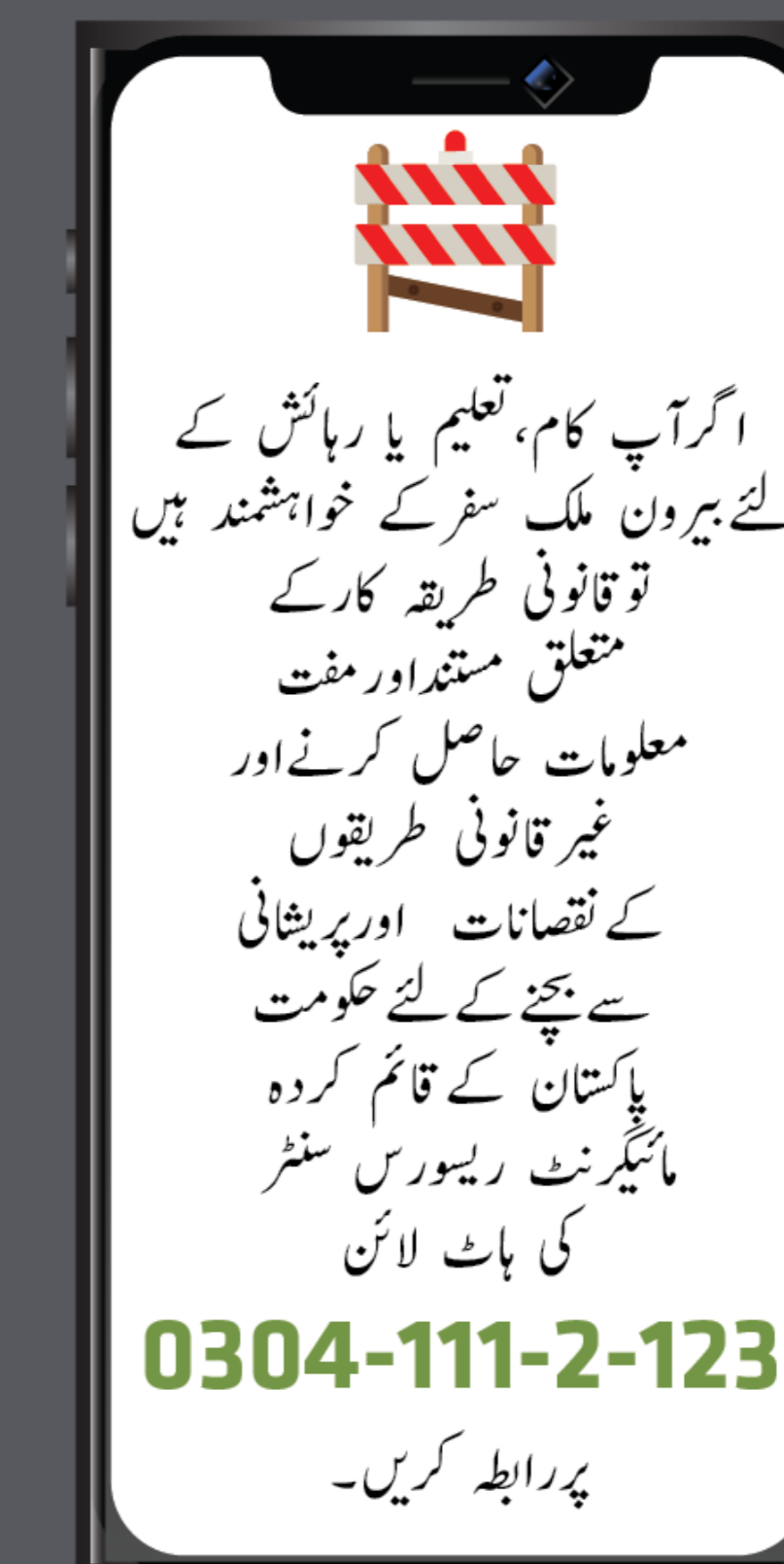
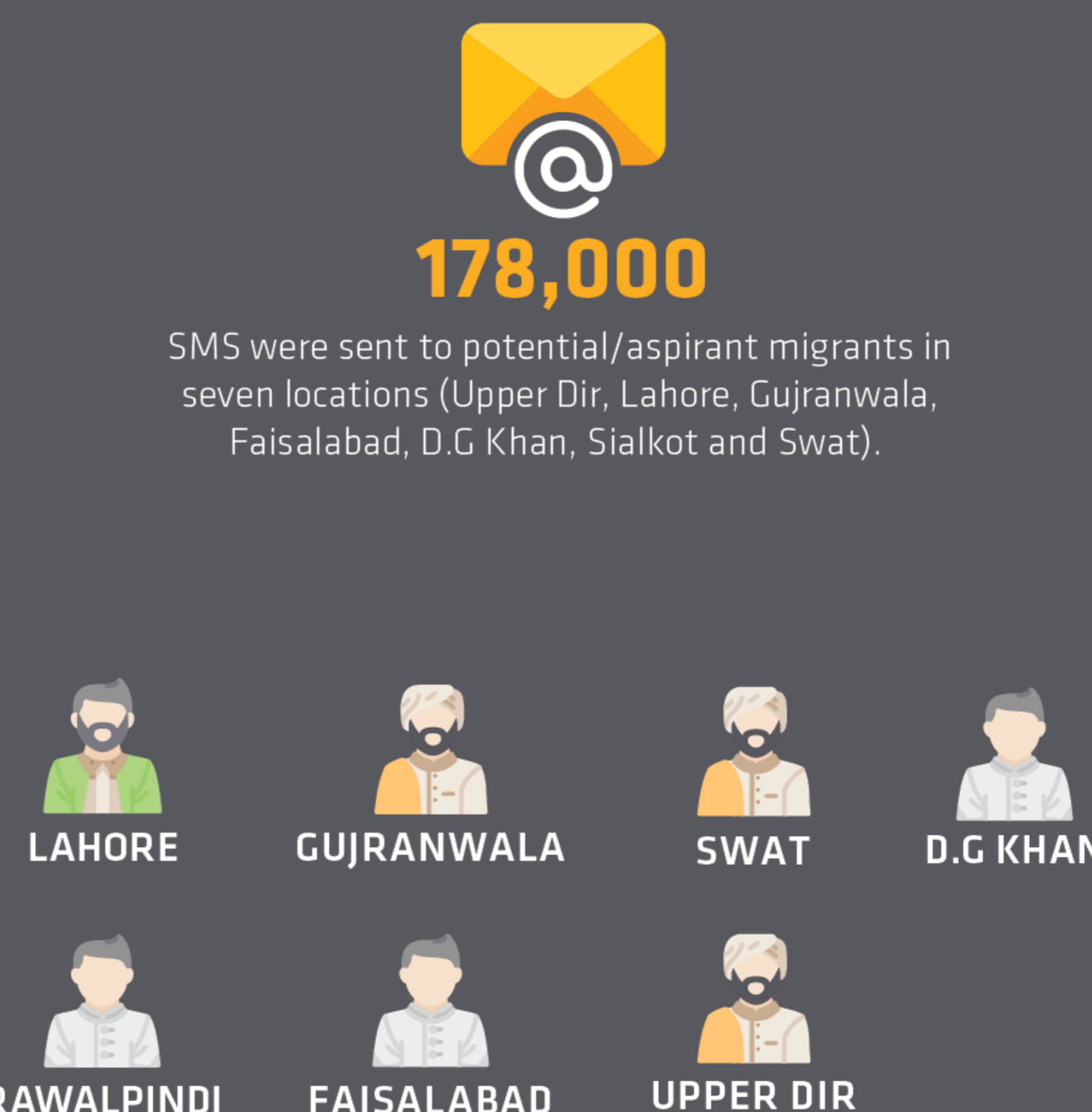
## Interests of MRC clients



## Digital Outreach



## SMS Dissemination



## Average daily user on Facebook page



## Positive comments/feedback

Nazakat: Yes, always adopt legal way!

(1) ایم آر سی ایک زبردست پلیٹ فارم ہے

(2) میں معصوم لوگوں کی حوصلہ افزائی اور ان کے مستقبل کو بچانے کے لئے آپ کی کوششوں کی تعریف کرتا ہوں۔ آپ ایک حیرت انگیز کام کر رہے ہیں۔

Arif: People need a lot of information and awareness on migration. Please share MRC flyers and printed IEC material in greater quantities.

The project is funded by the European Union

Implemented by

Under the Auspices of



IMPROVING MIGRATION MANAGEMENT IN THE SILK ROUTES



International Centre for Migration Policy Development

