

Awareness Raising and Information Campaigns on the Risks of Irregular Emigration in Pakistan

Baseline Survey Report

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Executive Summary

This baseline survey report feeds into the robust empirical foundation of the communication strategy and campaign, envisaged under the PARIM project. It has been developed by the Institute of Social and Policy Sciences (I-SAPS), which has been contracted to conduct the survey and stakeholder mapping in Pakistan. Preceding this survey report are the following research tasks:

- i. A comprehensive background research report (Background Report, Deliverable 2.1) that analyses the existing literature base on the effectiveness of information campaigns for deterring irregular migration, with a specific focus on Pakistan.
- ii. A diaspora mapping report (“Engaging Diasporas in Campaigns on Migration: Diaspora Mapping Report”, under Task 2.3) that identifies key Pakistani migrant associations in the four European research countries (Austria, Bulgaria, Greece and Italy). The report offers tailored lessons for diaspora engagement in the awareness campaign based on an in-depth literature review and key informant interviews.
- iii. A Stakeholder Mapping exercise (“Stakeholder Mapping Report”, under Task 2.1 and 2.2), which identifies key players in the field (six target districts in Pakistan) working on topics relevant to migration and/or awareness campaigns, or which have extensive outreach in the field. A separate report based on interviews with some of those stakeholders offers important contextual information for irregular migration from the six districts.

This survey report complements these research tasks and delves deeper into the micro aspects of the decision making on migration, collecting information on migration intentions and motivations of potential irregular migrants from Pakistan, as well as their aspirations, information gaps and decision-making

processes. Findings from the Background Report and the Stakeholder Mapping Report feed into this survey report to contextualise the lessons drawn from the survey. Together these research strands offer important insights for the PARIM final report (Deliverable 2.3), which provides practical and contextual recommendations for the design of the PARIM information campaign. This survey report triangulates the findings of the PARIM Background Report and PARIM Stakeholder Mapping Report aiming to foster better understanding about the migration landscape in Pakistan, specifically in the six target districts of PARIM project.

Emigration from Pakistan has evolved based on historical events and trends, and in recent decades it has gained increased significance and recognition for the country. With evolving labour migration dynamics in the Middle East, as well as in important emerging destination countries such as Japan, UK, Germany, Poland, Iraq and Romania, in addition to the irregular flow of migrants towards destinations in Europe, emigration governance is becoming more challenging. Such a complex emigration policy environment requires more significant evidence based policy interventions to optimise potential opportunities and respond to the safety and emerging needs of citizens.

In terms of irregular migration, Pakistan is regularly among the top ten countries of origin for irregular entries in Europe. As an important trend for the country, ICMPD’s project **“Pakistan - Awareness Raising and Information Campaigns on the Risks of Irregular Migration in Pakistan (PARIM)”** aims to deter irregular migration towards Europe by implementing an information campaign focusing on informing potential migrants on the opportunities of legal migration, as well as risks of irregular migration. It includes a dedicated research component to ensure that the campaign is based on a robust evidence base. To inform this campaign, a baseline survey of potential (irregular) migrants has been carried out in selected geographic locations of the Punjab province in Pakistan.

Geographic clusters for irregular migration towards Europe from Pakistan identified based on desk research, which highlighted the main districts of irregular migration from Pakistan. PARIM will have a focus on these districts for the implementation of the communication strategy and campaign, and thus were also selected for the baseline survey. The selected districts include Gujrat, Gujranwala, Sialkot, Mandi Bahauddin, Faisalabad and Jhelum.

The survey engaged **potential irregular migrants** who identified themselves or were identified through local community networks as potential irregular migrants. Eligibility criteria were formulated to select potential irregular migrants from the targeted communities, through a stratified sampling approach. From each of the six districts, 200 respondents representing the criteria were selected. The sample purposefully included 10% women in each district (20 from each district).

The findings show that **respondents' profile** generally matched the profile highlighted in the Background Report. The majority were 18-25 years old, with limited education, no vocational training background, limited financial stability (83% having monthly family earning less than PKR 50,000 or €260), with 83% belonging to a family of 4-9 members. The proportion of married and unmarried respondents was roughly equal, with slightly more respondents (54%) being unmarried. Among the women respondents (n=120), all but one woman expressed an intention to migrate, but only 8% expressed an intent to migrate irregularly.

Economic motives remain the prime drivers of irregular migration. The primary driver of migration was the poor standard of living in the country, followed by lack of business opportunities, and financial problems and debts. This highlights the need for stable and reliable income, which can positively impact social status and family life. As a pull factor to Europe, the perception about job availability, availability of social contacts, and good

business opportunities were cited as the key factors motivating them to migrate to Europe.

Over 73% respondents were interested to travel within the next two years, while 20% could not specify time, largely due to the impact of COVID-19.

Perceptions regarding irregular migration demonstrated that it is socially acceptable as common practice within these targeted communities. Cheaper cost and quicker processing time drive more people towards irregular migration options.

The survey validates the findings of the background report that the decision to emigrate is often a **household income diversification strategy**. It also confirms the role of family for financing migration and providing social networks for migration. The role of the family for emigration decision-making thus remains significant.

Risk seeking behaviour among potential irregular migrants was also visible in the survey results. Respondents have a general awareness of the risks associated with irregular migration, however, the level of awareness may be limited to allow them to make informed decisions. The majority were aware of threats to life, violence and physical injury. Despite knowing the risks, and a general expectation that they may personally experience those risks if they attempt irregular migration, a proportion of respondents would still consider irregular migration. Among those who indicated a certain intention to migrate irregularly, the majority claimed having migration information "to some extent", reflecting that they themselves assess that they do not have complete information for their decision. This supports the need for an information campaign focusing on potential irregular migrants.

In addition, among the respondents who claimed to completely understand the risks of irregular migration, none ruled out the option of migrating irregularly. This offers two insights. First, potential irregular migrants may make the decision to migrate irregularly with limited self-

assessed awareness level on the risks of migration. Second, those who already have a significant amount of information on the risks of irregular migration may still consider irregular migration, indicating that knowledge on the risks of irregular migration may not alone influence behaviour.

Major hurdles perceived regarding migration towards the UK/Europe were finding a trustworthy agent (58%), followed by managing documents for migration (55%), and finding work that matches their skillset (50%). Finding information about migration was also cited by 49% of the respondents.

The **role of agents** (i.e. recruiting agents, sometimes migrant smugglers or unregistered recruiters) is highly recognised and in fact valued. The respondents considered finding a migration agent an essential part of planning for the journey and finding a trustworthy agent was ranked as the top challenge faced by potential migrants, followed by difficulty in managing documents. This echoes the findings of the PARIM Background Report, which also indicated difficulties related to the role of these agents, related to the credibility of agents / smugglers.

Returnees are approached by potential migrants as a source of information on migration, even while a sense of shame is attributed in the society to deported individuals. Returnees are expected to play an important role in the provision of information on the journey and referring social connections in destination areas. The Background Report highlighted issues related to (mis)information that may be provided by returnees to potential migrants. Thus, careful review of the role of

returnees and aligning them with communication campaign and strategies may benefit the campaign results.

Contacts abroad including friends and family were also identified as major influences for the emigration decision. Potential irregular migrants count on them for provision of information, financial assistance, support in managing documents, and making travel arrangements. Social networks abroad was also cited as a key factor for migration to Europe.

Drawing on the activities that potential irregular migrants engage in most often, in order to shape the information campaign, the use of social media apps such as Facebook, Instagram, and Snapchat topped the list, followed by television news programmes, the use of calling apps such as Whatsapp, Telegram and Viber, and attending community events. The report offers district-specific activities to allow further customisation of the campaign.

For the content of the information campaign, the two broad themes emerging from the survey, as well as from the background report and stakeholder mapping report is the balanced focus on positive and negative messaging. Survey respondents highlighted the need for more information on regular and legal migration pathways, as well as awareness on the risks of irregular migration. Following these broad themes, and drawing from the main push and pull factors of irregular migration from the report, the communication campaign can formulate tailored messages for specific target audiences in specific districts.

1. Introduction

1.1 Objectives of the Survey

This baseline survey report feeds into the robust empirical foundation of the communication strategy and campaign, envisaged under the PARIM project under the Research Component (WP3). In particular, this report (along with the stakeholder mapping) serves as one of three pillars of the Research Component of the PARIM project, the other two represented by the background desk research conducted (Task 2.1) and mapping of diaspora groups in key PARIM countries (Task 2.3). All findings across the Research Component will be triangulated by ICMPD for a final overarching study (Deliverable 2.4).

For the baseline survey and stakeholder mapping exercise, ICMPD contracted the external provider company in Pakistan, I-SAPS, to conduct the baseline survey in the relevant districts. This report presents the main findings of their research.

The main objectives of the survey include the following:

- a. Collect and provide background information for PARIM on migration dynamics, relevant recent activities and stakeholders in the country and target regions, in order to glean lessons learned to inform other project activities (in particular the communication campaigns and the communication strategy).
- b. Build a robust empirical foundation for each campaign activity, surveying potential migrants' information needs and gaps, their emigration intentions, motivations and decision-making processes, their key influencers and channels likely to reach them in order to further refine the campaign messages and implementation and tailor it to the country and regional context.

1.2 Report Outline

Following this introductory chapter, the report deals with the contextual background of irregular emigration from Pakistan. Overseas Pakistanis play a huge role in contributing to the economy of their homeland as the remittances they send back to their country make up around 8% of the GDP. This section first outlines the infrastructure of state institutions set up to facilitate migration and support migrants and their families, and then describes the main trends in terms of labour migration and irregular migration from the country, including at the district level.

The third section of the report discusses the conceptual framework and methodology of the report. This includes a description of the sample and respondents, preparation of fieldwork and data collection elements. In particular, the report drew on the previous Background Report developed, the stakeholder mapping conducted and the baseline survey of potential migrants.

The fourth section of the report highlights the primary characteristics of the sample base of irregular migrants who participated in the survey. It aims to build a profile of potential irregular migrants. The section also triangulates its findings with the PARIM stakeholder mapping study, as well as with the existing literature on the topic (including from the Background Report). Where there is variation among these studies, the section also discusses how the results differ across six selected districts for the

survey. The section includes graphs regarding certain aspects of the findings. Each graph has a two letter alpha-numeric number which refers to the question in the Survey Questionnaire/Tool.

The fifth section of the report discusses key findings of the survey. Aspirations and motivations of potential migrants are discussed in this section, as are factors driving irregular emigration. This section aims to build a nexus between key factors and potential migrants choosing Europe as their top destination for emigration in pursuit of those drivers. In addition, this section also discusses, in the light of collected data, what factors contribute to people opting for irregular migration. In light of the key findings of this survey, the need for knowledge and awareness of irregular migration is also discussed. Findings from the risk behaviours and confidence levels of the survey respondents with respect to irregular migration are also presented in this section. In addition, the information sources and information gaps in terms of irregular migration are discussed in the light of key findings of the survey. Lastly, this section discusses the role of family, peers and social networks in potential migrants' decision of irregular emigration.

The sixth section of the report describes potential implications of the findings of this report for the PARIM information campaign and the activities Migrant Resource Centres in Pakistan (MRCs), which can be considered for the final report (Deliverable 2.3) based on triangulation of all research conducted under PARIM Work Package 2. It highlights key lessons from the survey for the PARIM information campaign in terms of awareness raising on irregular migration. It discusses the key messages/information that can be useful in guiding emigration decisions and potential focus areas of information campaigns. It also describes useful information regarding the target audience for the designed information campaigns, as well as effective mediums and channels for implementing communication campaign under PARIM.

The final section of the report presents a summary of key findings and conclusions.

2 Contextual Background: Emigration from Pakistan

2.1 State Institutions for Emigration Governance in Pakistan

With due acknowledgement towards the importance of emigration for Pakistan's economy, the legislative and governance structure around emigration support has evolved over the years. The following are the key institutions and regulations that are currently apply in terms of facilitating different dimensions of emigration.

Emigration Rules of 1979 (updated 2012) regulate the conditions for emigration and recruitment of Pakistanis for work abroad. The emigration and recruitment procedure includes a review of all demands for labour by a "Protector of Emigrants" who may grant or refuse such demands. This position is also in charge of the selection process, during which it must be established that the recruited workers have the required qualifications and that they fully understand the terms and conditions of service. The recruitment agent organises the travel abroad of the recruited persons, but the cost is to be borne by the employer.

Ministry of Overseas Pakistanis and Human Resource Development (MOPHRD) is the main managing body for emigration-related interventions. It oversees matters concerning Overseas Pakistanis and human resource development in Pakistan. It regulates the emigration of Pakistanis for employment abroad. The Ministry was created in July 2013, from a merger of the Ministry of Overseas Pakistanis and the Ministry of Human Resource Development. As per the mandate of the Ministry, emigration is regulated by the Emigration Ordinance of 1979. This ordinance extends to the whole of Pakistan and applies to all citizens of Pakistan, wherever they are. Chapter VII of this Ordinance deals with offences, penalties and procedure. In this chapter, punishments for unlawful emigration and anyone who fraudulently induces to migrate are also discussed.

Bureau of Emigration and Overseas Employment (BEOE) was created in 1971 and has been operating under the umbrella of the MOPHRD since 2013. It regulates the work of the Overseas Employment Promoters (OEPs), who are private recruitment agents licensed by the BEOE, the Protectorates of Emigrants (PoEs) who issue labour migrant permissions, and the Community Welfare Attaches (CWAs), who safeguard the interest of migrant workers abroad and are stationed in the major destination countries. BEOE has facilitated the regular emigration of an average of 500,000 migrant workers annually over the last decade, almost exclusively to the Gulf, mostly low-skilled and short-term work (as contracts are usually issued for two to three years). The legal framework of BEOE includes Emigration Ordinance 1979, Emigration Rules 1979, and Procedure for Overseas Employment.

Overseas Employment Corporation (OEC) is a relatively smaller public entity facilitating emigration. The corporation was established in the year 1976, as a Public Sector recruitment agency, registered as a private limited company, under the Companies Act, 1913 (now Companies Act, 2017, Section-42). It is a Public Sector company governed under Public Sector Companies (Corporate Governance) Rules, 2013 of Securities & Exchange Commission of Pakistan (SECP). It is an autonomous body under the administrative control of the MOPHRD. It focuses on promoting the emigration of specific (often highly or semi-skilled) occupations and often operates government-to-government through bilateral agreements or MoUs. Apart from meeting the specific and exacting standards of foreign employers, the Corporation also acts as a protector of emigrants to ensure the welfare of emigrant personnel and to promote a harmonious working relationship between the employers and the employees. The Corporation assists the employers in conducting tests and interviews of candidates. Those selected for

employment abroad are assisted with their travel arrangements. If desired by the candidate, ticketing is undertaken by OEC Travels: a travel agency.

The Overseas Pakistani Foundation (OPF) was established under the Emigration Ordinance, 1979. It was registered on 8th July, 1979 as Not for Profit Company under the Companies Act, 1913 (now Companies Act, 2017, Section-42). It is a public sector company to be governed under Public Sector Companies (Corporate Governance) Rules, 2013 of Securities & Exchange Commission of Pakistan (SECP). The Board of Governors is the supreme body and all operations of OPF are managed under overall control of the Board and policy directions from the Government. OPF works with a vision to ensure the welfare of Overseas Pakistanis and their families. It also works to contribute towards their systematic rehabilitation on return, by generating sufficient resources and coordination with the stakeholders. Amongst its large portfolio, OPF provides emergency services to Pakistani citizens in case of crisis, operates schools abroad and offers vocational training.

The **Labour Departments (DoL)** are responsible for labour emigration at the provincial level with slight variation in provincial contexts. Labour and Human Resource Department (Government of Punjab) aims to promote welfare and protect the rights of the labour force. It promotes healthy labour management and industrial relations for greater socio-economic progress and development. Labour Departments at the provincial level remain the custodian of the guaranteed rights of the workers. These rights include right to organise, right to collective bargaining, participation in the affairs of the respective organisation, health and safety, minimum wages, compensation. It also carries out awareness raising drive among the workers, employers and other stakeholders on labour issues, labour laws and contemporary issues.

Federal Investigation Agency (FIA) is Pakistan's premier investigation agency, and deals with multifaceted serious and organised crimes like unauthorised migration, human trafficking, corruption, violation of intellectual property rights, cyber-crime, money laundering etc. It operates under the Pakistan Ministry of Interior. It is tasked with security-related aspects of emigration, including the combating of irregular emigration, smuggling of migrants, and trafficking in human beings, as part of which it has established Anti Human Trafficking Circles in the zonal Directorates of FIA to monitor activities related to irregular migration.

2.2 Pakistani Labour Migration Trends

2.2.1 Context of Labour Migration

Historically, emigration from Pakistan goes back to founding of the country in 1947 after partition from India, when mainly Sikhs and Hindus left Pakistan for India (while many Muslims immigrated to Pakistan). The following decades saw emigration mainly to the UK, mostly driven by economic motives. During the oil boom of the 1970s, emigration from Pakistan to the Gulf countries intensified and established these countries as a destination for Pakistanis.¹ Pakistan is among the most significant emigration countries worldwide: the UN currently estimates Pakistani emigrants at 6,303,286 globally.² As a developing country, strategies of the Government of Pakistan to combat unemployment and poverty in the country have long included the facilitation of emigration among its surplus young labour

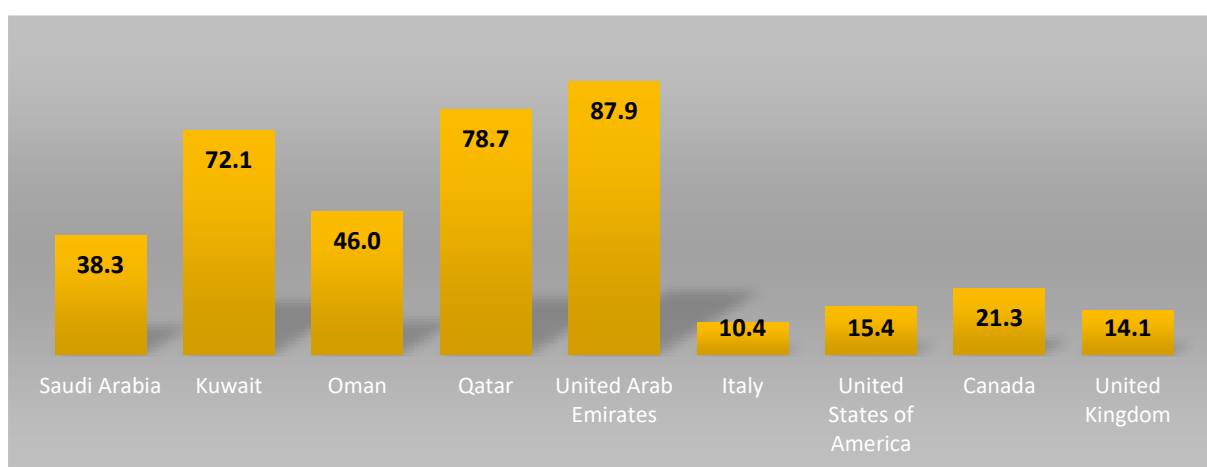
¹ Oommen, Ginu Zacharia. "South Asia–Gulf migratory corridor: Emerging patterns, prospects and challenges." *Emigration and Development* 5, no. 3 (2016): 394-412.

² United Nations Department of Economic and Social Affairs Population Division, "International Migrant Stock 2019 (United Nations Database, POP/DB/MIG/Stock/Rev.2019)," 2019.

force, as well as engagement of those abroad, including through facilitation of remittance transfers.³ Remittances sent back by the diaspora abroad contribute significantly to the country's GDP (8% in 2019, according to World Bank estimates) and benefit the immediate recipients by alleviating poverty.

According to the most recent UN estimates of 2019, the ten countries with the highest stocks of Pakistani emigrants today are Saudi Arabia, India, UAE, UK, US, Kuwait, Oman, Qatar, Canada and Italy.⁴ These broadly reflect the development of migrant stocks of the last decades, with the exception of Italy, which only recently emerged among the top 10 destinations for Pakistan-born emigrants. The Pakistani diaspora in European countries generally represents a fraction of migrants from Pakistan as a whole.

Figure 1 Stocks of Pakistani Emigrants (2019),⁵ in percent



Source: United Nations Department of Economic and Social Affairs Population Division

2.2.2 Labour Migration Challenges

As discussed above, Pakistan's emigration has almost exclusive reliance on the Gulf countries as destinations, which can also be seen as a risk to the national economy, as fluctuations in the regional economy of the Gulf may severely impact emigration flows from Pakistan. Secondly, the low skills profile of Pakistani emigrants makes them easily replaceable by cheap labour from other countries.⁶ Efforts to "nationalise" the workforce in Gulf States also pose a significant impact on regular emigration dynamics for Pakistan. Most recently, the global COVID-19 pandemic and halting of visa issuance for Pakistanis from the UAE have had a negative impact on Pakistani emigration as well.

The Government of Pakistan has bilateral labour agreements or Memoranda of Understanding (MoU) including labour migration elements with: Jordan (1978), Qatar (1987, revised in 2008), Kuwait (1995,

³ GIZ and ILO, "From Pakistan to the Gulf Region: An Analysis of Links between Labour Markets, Skills and the Emigration Cycle" (Islamabad: GIZ and ILO, 2016); for most recent developments regarding facilitation of remittances, see also <http://www.pri.gov.pk/imran-approves-incentives-for-overseas-pakistanis-in-bid-to-increase-remittances/>

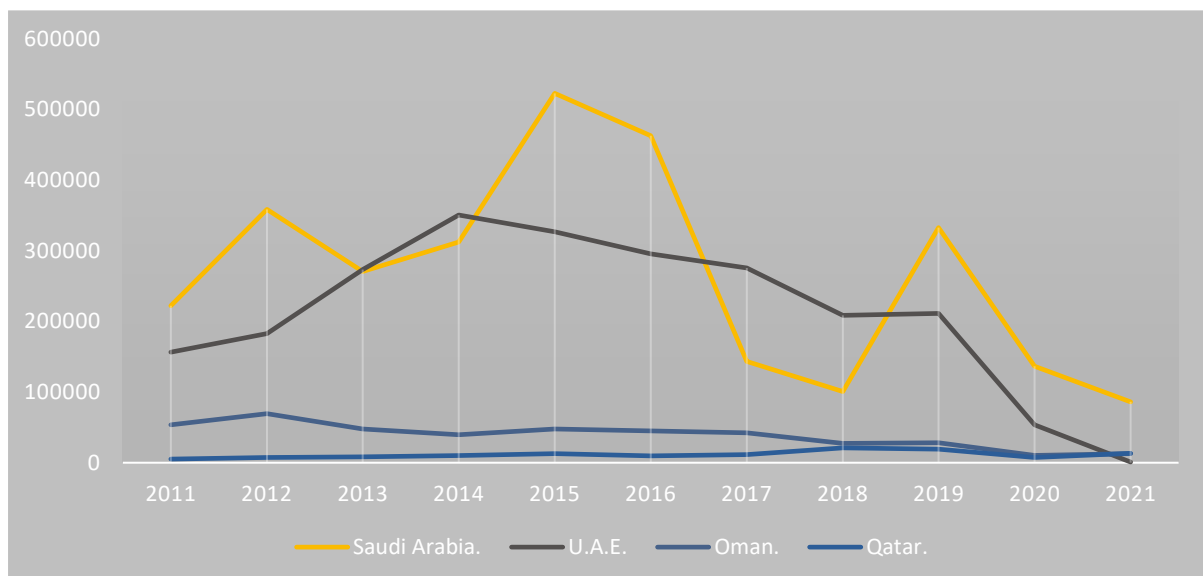
⁴ United Nations Department of Economic and Social Affairs Population Division, "International Migrant Stock 2019 (United Nations Database, POP/DB/MIG/Stock/Rev.2019).

⁶ World Bank Group, "A Migrant's Journey for Better Opportunities: The Case of Pakistan"; GIZ and ILO, "From Pakistan to the Gulf Region: An Analysis of Links between Labour Markets, Skills and the Emigration Cycle"; ILO, The Cost of Emigration: What Low-Skilled Migrant Workers from Pakistan Pay to Work in Saudi Arabia and the United Arab Emirates, 2016, 7.

revised in 2013), Malaysia (2003), the United Arab Emirates (2006, valid for four years⁷), the Republic of Korea (2006), Italy (2009), Libya (2009), and Bahrain (2014). Most of them are not publicly available and assessment of their impact is therefore challenging. For the MoU with Korea, numbers are publicly available and have been declining from 718 in 2008 to 400 in 2015.⁸

Emigration for the purpose of education is also relevant for Pakistan, as highlighted in the Background Report. Their studies are often financed by their own families or through scholarships by the Higher Education Commission.⁹ Recent research has highlighted sharp increases in the number of Pakistani students abroad in recent years: the number of Pakistani students abroad increased by about 50%, between 2006 (24,671) to 2010 (36,366).¹⁰ In 2011, some 49,000 students from Pakistan were studying abroad, 76% per cent of whom were doing so in OECD countries; in 2021, the number abroad increased to 58,821.¹¹ From 2017 to 2019, the number of Pakistani students in China has significantly increased, making Pakistan one of the top three sources for international students in China.¹² As per Eurostat data, around 5,216 students have residence permits in European countries (including permits granted or under review for renewal).¹³ Of these, the largest registered Pakistani student body is in Germany (3,186 students). However, there are also instances where Pakistani students without proper documents are deported based on stricter visa regulations in Europe and the United States.¹⁴

Figure 2 Number of Registered Labour Migrants (2011-2021)¹⁵



Source: BEOE

⁷ GIZ and ILO, "From Pakistan to the Gulf Region: An Analysis of Links between Labour Markets, Skills and the Emigration Cycle," 23.

⁸ World Bank Group, "A Migrant's Journey for Better Opportunities: The Case of Pakistan," 11–12

⁹ IOM, "Pakistan Migration Snapshot" (Bangkok, 2019).

¹⁰ IOM (a) (2019). Pakistan Migration Snapshot. IOM.

<https://displacement.iom.int/system/tmf/reports/Pakistan%20Migration%20Snapshot%20Final.pdf?file=1&type=node&id=6535>

Ahmed, M., Kayani, F.N., Shah, M.T.A. (2015). International Students Mobility: A Case of Pakistan. Pakistan Journal of Commerce and Social Sciences, 9(2), 447-460.

¹¹ Organization for Economic Cooperation and Development (OECD) (2013). Education Indicators in Focus. OECD.

[https://www.oecd.org/education/skills-beyond-school/EDIF%202013--N%C2%B014%20\(eng\)-Final.pdf](https://www.oecd.org/education/skills-beyond-school/EDIF%202013--N%C2%B014%20(eng)-Final.pdf);

UNESCO, "Global Flow of Tertiary-Level Students," 2021, <http://uis.unesco.org/en/uis-student-flow>.

¹² Manjik et al (2020) China and Europe on the New Silk Road: Connecting Universities Across Eurasia

¹³ EUROSTAT. Authorisations for Study and Research by Reason, Type of Decision, Citizenship and Length of Validity. 2021. Available at: https://ec.europa.eu/eurostat/databrowser/view/MIGR_RESSRATH_custom_1258215/default/table?lang=en

¹⁴ Jodi Hilton, "The Perils of Pakistani Migrants Heading to Europe" July 2016, Herald available at <https://pulitzercenter.org/stories/perils-pakistani-migrants-heading-europe>, last accessed Sep 2021

¹⁵ BEOE, "Workers Registered For Overseas Employment By Bureau Of Emigration & Overseas Employment During The Period 1981-2020 (Up to December), Country Wise" (Accessed on 28/01/2021, 2021).

The BEOE monitors the number of labour migrants it facilitates each year (see Figure 2).¹⁶ Annual total flows were in the 100,000s in the 1990s and early 2000s, then increased strongly to peak at 946,571 in 2015 and have declined since to 224,705 emigrants in 2020 (up to December), though with another spike in 2019 (625,203). Regarding the main destinations, from 2011-2020 (up to December), emigration to Saudi Arabia accounted for 47.8% of the total facilitated through BEOE, followed by UAE (39%) and Oman (6.9%). Oil price decline, increase in competition from other origin countries to Saudi Arabia, and changing policies in Saudi Arabia that favoured national labour over migrant labour all contributed to the overall decline in recent years.¹⁷ Recent developments in 2020 have meant large numbers of return migrants, particularly from the Gulf, and both for Pakistan and South Asia as a whole. It remains to be seen the impact this will have on Pakistan itself and on future emigration trends, given increased unemployment in the country, potentially reduced legal emigration channels, and the impact return migrants may have in terms of information dissemination on emigration opportunities.

Considering the relevance of mixed migration flows of Pakistani emigrants towards Europe, the BEOE data should not be taken to represent the entire picture when it comes to emigration of Pakistani nationals. The BEOE facilitates mainly labour migration to the Gulf, while BEOE numbers are low for European destination countries.¹⁸

2.2.3 Geographic Clusters for Emigration

Among Pakistan's provinces and federally administered territories, Punjab has consistently been the main origin province of legal labour emigration (50% of total emigrants in 2019 and 53% in 2020), followed by Khyber Pakhtunkhwa (KP) (30% in both years) and Sindh province (9 and 8% respectively in 2019 and 2020).¹⁹ In terms of other districts, in Balochistan the percentage remained less than 1% and in Tribal Area it was around 4% in both years.²⁰

¹⁶ BEOE, "Workers Registered For Overseas Employment By Bureau Of Emigration & Overseas Employment During The Period 1981-2020 (Up to December), Country Wise" (Accessed on 28/01/2021, 2021).

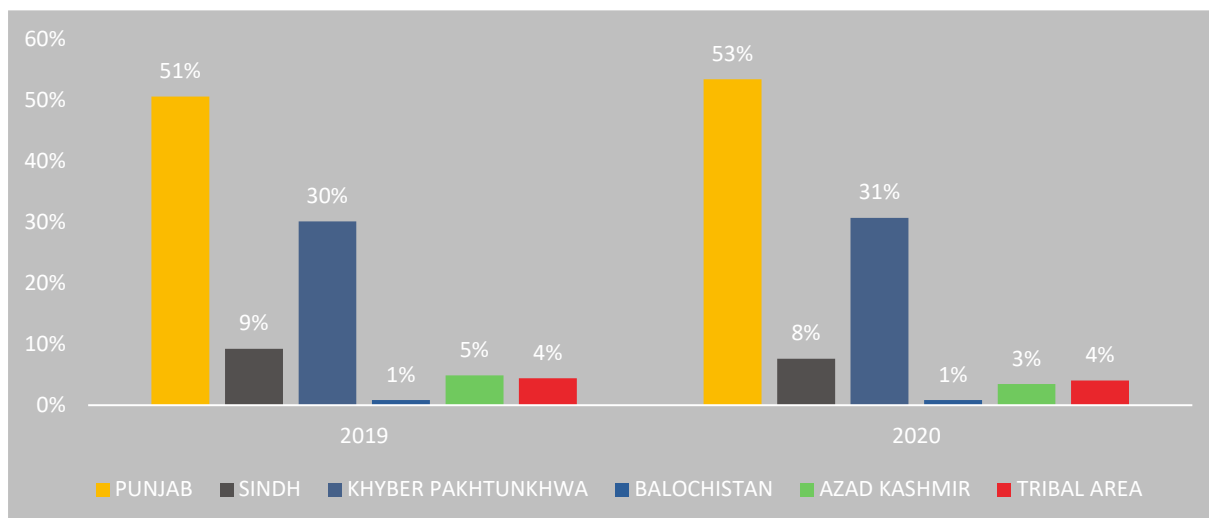
¹⁷ World Bank Group, "A Migrant's Journey for Better Opportunities: The Case of Pakistan," 6.

¹⁸ BEOE, "Workers Registered For Overseas Employment By Bureau Of Emigration & Overseas Employment During The Period 1981-2020 (Up to December), Country Wise" (Accessed on 28/01/2021, 2021).

¹⁹ BEOE, "Workers Registered For Overseas Employment By Bureau Of Emigration & Overseas Employment During The Period 1981-2020 (Up to December), Province Wise" (Accessed on 28/01/2021, 2021).

²⁰ BEOE, "Workers Registered For Overseas Employment By Bureau Of Emigration & Overseas Employment During The Period 1981-2020 (Up to December), Province Wise" (Accessed on 28/01/2021, 2021).

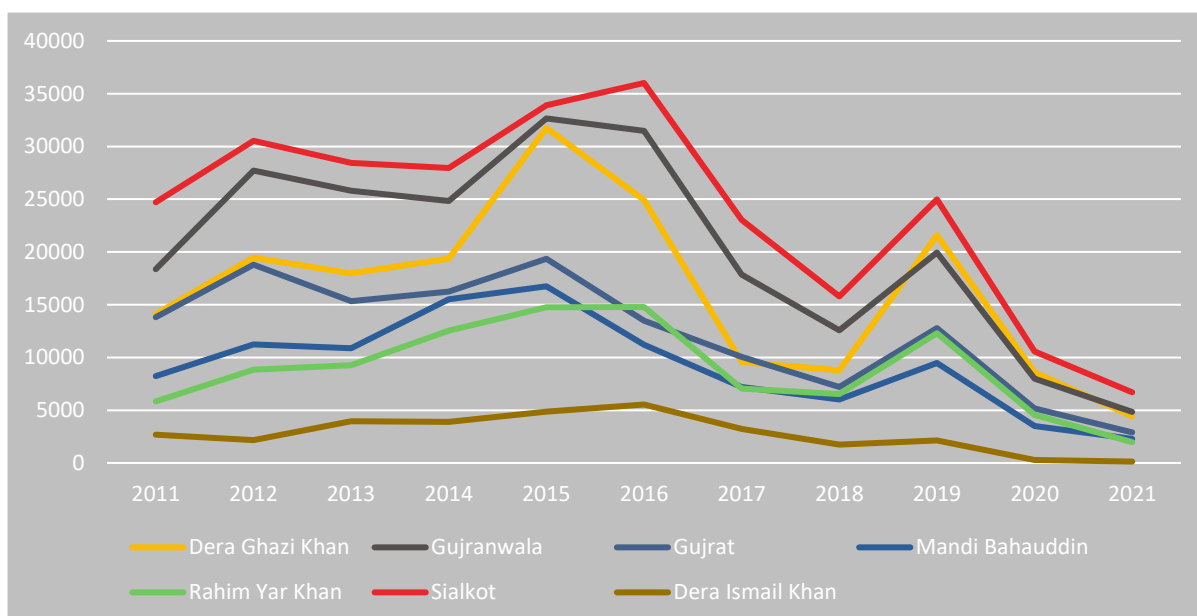
Figure 3 Percentage of Migrants (Province-wise) ²¹



Source: BEOE

On a district level, 20 districts account for 50.1% of BEOE labour emigrants from 2011-2020 (mid-December).²² The top emigration districts across this period from Punjab and Sindh provinces include Sialkot, Karachi (Central)²³, Gujranwala, Lahore and Faisalabad. In the targeted districts of the study a generally downward trend in regular migration, with a brief spike in 2019, were observed, in line with the overall trends.

Figure 4 Number of Registered Migrants from Punjab²⁴



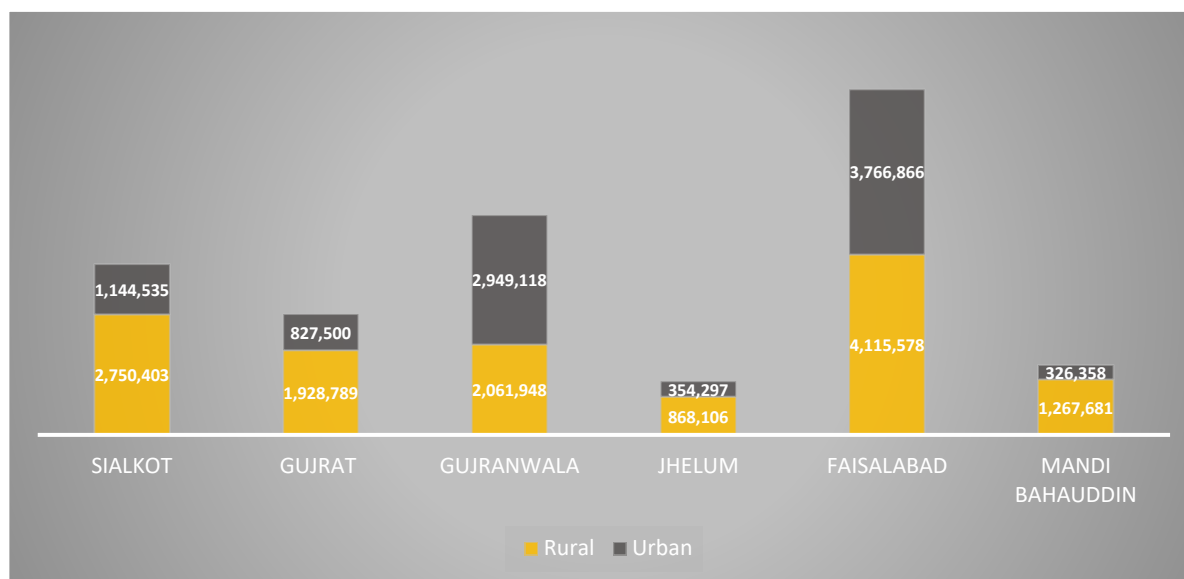
Source: BEOE

²² Calculated by authors based on BEOE, "Workers Registered For Overseas Employment By Bureau Of Emigration & Overseas Employment During The Period 1981-2020 (Up to December), District Wise" (Accessed on 28/01/2021, 2021).

²³ From 2015, numbers for Karachi district were split up between multiple districts in BEOE statistics

A brief overview of relevant statistical information for the six selected districts for the PARIM survey (Sialkot, Gujrat, Gujranwala, Jhelum, Faisalabad, and Mandi Bahauddin) is provided below for reference. Details have been presented on the population dynamics and demographics, education, and employment trends as macro factors affecting migration decisions.

Figure 5 Population by District and Locality²⁵



Source: Pakistan Bureau of Statistics

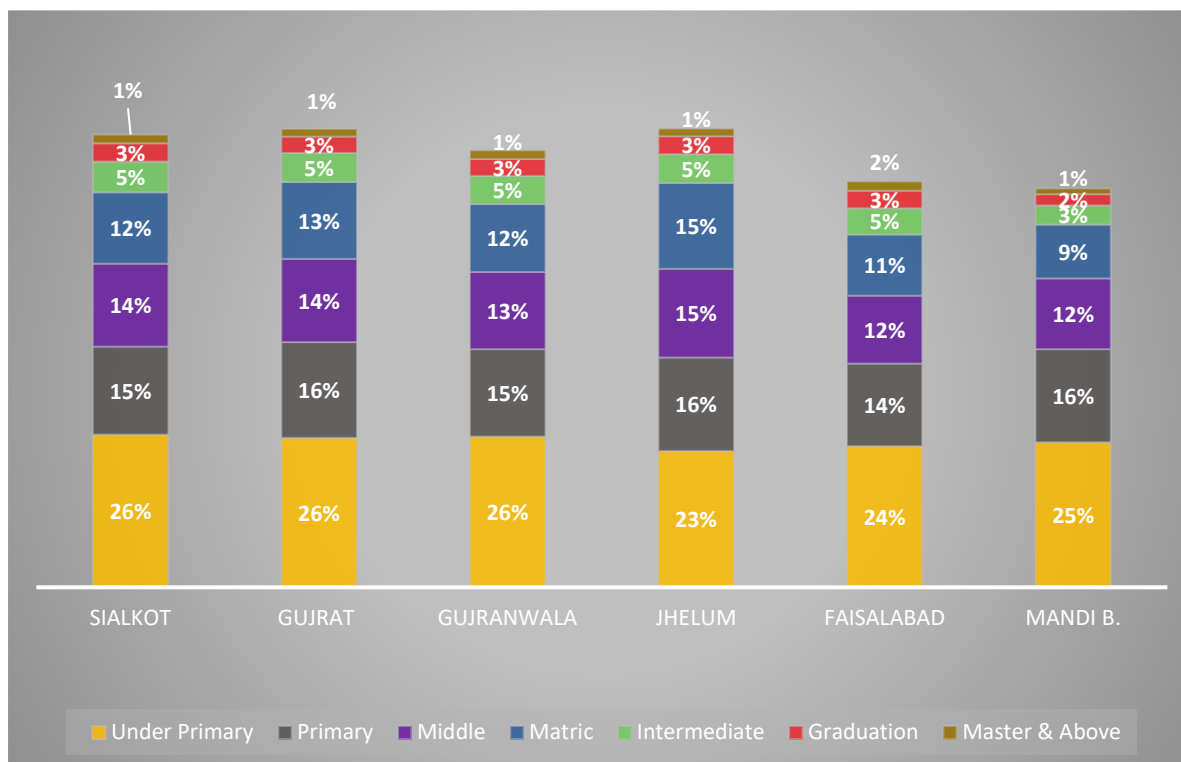
Population-wise Faisalabad is one of the biggest districts and Jhelum remains the smallest. Livelihood engagements are mostly categorised as jobs and business, while agriculture remains a common employment sector amongst all districts except Gujranwala. Except from Mandi Bhauddin and Jhelum, some industrial sectors in each district were identified to be active. For Sialkot such sectors included sports equipment, while for Gujrat and Gujranwala it was in electrical and home appliances and for Faisalabad, textile.²⁶ The livelihoods reliance on agriculture also holds significance for the rural urban divide.

In terms of educational profile, the variance among the targeted districts also remains nominal. The literacy rate ranges from 69% to 79% among targeted districts. The following chart discusses the literacy level among the population of targeted districts. The importance of literacy in terms of irregular migration trends for Pakistan has emerged from the Background Report, the stakeholder mapping report and the survey results, as will be discussed in subsequent sections of this report.

²⁵ Pakistan Bureau of Statistics. (2017). Pakistan Population Census. Pakistan Bureau of Statistics.

²⁶ Pakistan Bureau of Statistics. (2017). Pakistan Population Census. Pakistan Bureau of Statistics.

Figure 6 Education Level by District²⁷



Source: Pakistan Bureau of Statistics

2.3 Irregular Migration Trends from Pakistan

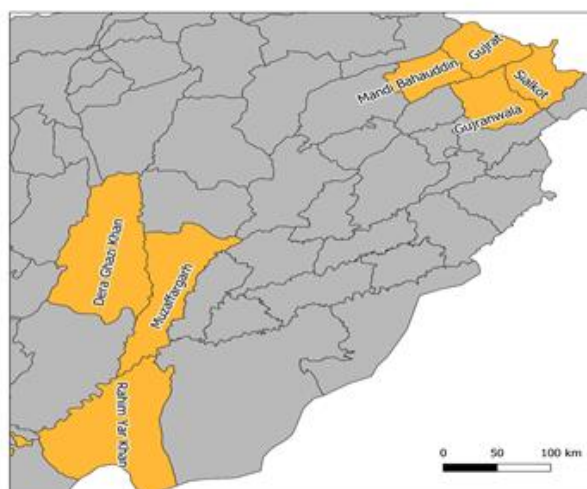
A 2011 UNODC situational analysis identified central and south Punjab and the frontier region as main sources of irregular emigration from Pakistan, based on FIA analysis. Though treating this information with caution, UNODC cites the FIA as observing established irregular migration patterns for migrants from Mirpur, Azad Jammu and Kashmir, and Jhelum to the United Kingdom, (Hazara) migrants from Quetta to Australia, irregular emigration to the Gulf region from KP, and migrants from Gujrat and Gujranwala to EU Schengen countries.²⁸

In a 2015 annual report co-authored by UNODC and the FIA, cases (enquiries) related to irregular emigration (trafficking in human beings, smuggling of migrants) were registered more frequently in the Punjab region (more than twice as many as in Balochistan, which is the next highest). Punjab also has more local FIA branches (Anti-Human Trafficking Circles), which may contribute to these numbers. In the report, the high number for Punjab is attributed to the prevalence of irregular emigration in the districts of Punjab, with Muzaffargarh, Rahim Yar Khan, Gujrat, Gujranwala, Sialkot, Mandi Bahaudin, and Dera Ghazi Khan identified as irregular emigration clusters (See below figure).²⁹

²⁸ UNODC, "Smuggling of Migrants and Trafficking in Persons: A Situational Analysis of Pakistan," 2011, 14.

²⁹ UNODC and FIA Pakistan, "Annual Report on Human Trafficking and Migrant Smuggling," 2015, 10–11, <https://doi.org/10.4324/9781315422770-2>.

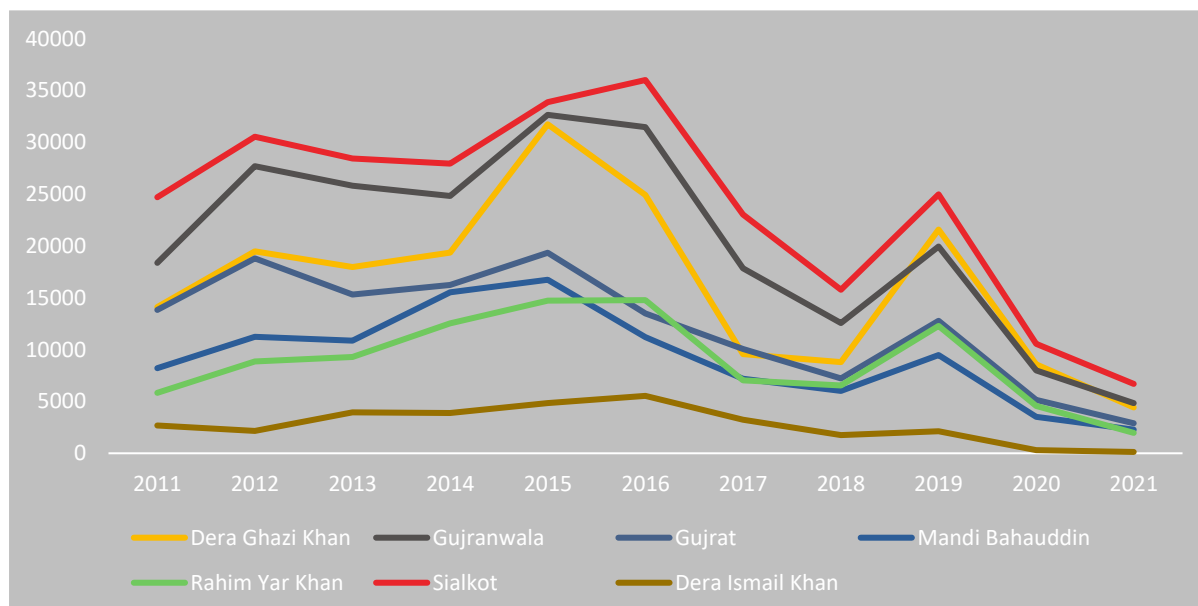
Figure 7 Migration Hotspots in Punjab³⁰



Source: UNODC and FIA

These districts play less of a role for the main destination countries of Pakistanis in terms of labour migration, but are rather more relevant for emigration towards Europe and Oceania, where mixed migration flows (including asylum) play a major role. In this vein, Pakistanis are regularly one of the top nationalities detected for irregular border crossing into the EU. The numbers of detected irregular border crossings of Pakistanis hovered at around 5,000 in 2012-14, peaking in 2015 (with 43,310 detections), and have since again declined.³¹

Figure 8 Irregular Migration Trends from Punjab³²



Source: Frontex

³¹ Frontex, "Risk Analysis for 2020"; Frontex, "Risk Analysis for 2016."

³² Frontex, "Risk Analysis for 2020"; Frontex, "Risk Analysis for 2016."

Pakistani nationals detected in a situation of irregular stay have ranged between 10,000 and 20,000 annual detections since 2010 (19,206 in 2019).³³ Pakistan is also consistently amongst the top ten countries of origin of individuals who were voluntarily or forcibly returned from Europe (with 17,044 return decisions issued and 2,984 effective forced returns from Europe in 2019).³⁴

Regarding asylum, first-time asylum applications of Pakistani citizens across EU-28 Member States recently peaked in 2015 (46,510) and 2016 (47,655) and have remained above 25,000 since. Italy has become the top EU destination country for Pakistani asylum seekers in the last decade, followed by Greece. Other main EU destinations for Pakistani asylum applicants include Germany, the UK (as a former EU MS), Hungary and France. Another country relevant to this project, Austria saw a peak in asylum applications in 2015 and 2016 (2,890 and 2,415 respectively), but numbers have strongly declined since (255 in 2019). Bulgaria experienced a spike in 2016 (1,775 applications) but low numbers otherwise (90 applications in 2019).³⁵

While EU statistics on detection of irregular stay can provide some indication of Pakistani irregular emigration, in general, there are no reliable statistics available on irregular emigration and migrant smuggling from Pakistan. A major transit country for Afghan irregular migrants, Pakistan's borders are rather porous, as a major study on smuggling in 2015 confirmed.³⁶ According to a 2009 baseline study, 38% of Pakistani irregular migrants emigrated with the support of smugglers.³⁷ In 2012, UNODC estimated irregular emigration from Pakistan at approximately 300,000 annually (all destinations),³⁸ whereas other analyses see the number much lower.³⁹ The route Balochistan-Iran-Turkey has been the most common route towards Europe,⁴⁰ with local smugglers interacting with larger transnational networks to complete legs of larger journeys.⁴¹ According to statistics provided by the Government of Turkey, Pakistani nationals have been among the top three among detected irregular migrants (over 13,000 in 2019).⁴² Recent evidence also points to smuggling routes by air from South Asia via Pakistan and Gulf Cooperation Countries, which then serve either as destination countries for irregular migrants or transit countries to Western Europe.⁴³

Some Pakistanis wishing to emigrate also fall victim to traffickers. Labour and sex trafficking has been identified toward the main destination countries in Europe and the Gulf states, and in countries along the route, including through false job offers through unregistered middlemen and overcharging of fees, which then can lead to bonded labour.⁴⁴ Since 2018, the Prevention of Trafficking in Persons Act and the Prevention of Smuggling of Migrants Act are in force based on the UN model laws on Trafficking in Persons and Smuggling of Migrants.⁴⁵ Pakistan is not a signatory to the Protocol against the Smuggling of Migrants by Land, Sea and Air, nor the UN Trafficking in Persons Protocol.

³³ Frontex, "Risk Analysis for 2020"; Frontex, "Risk Analysis for 2014" (Warsaw, 2014).

³⁴ Frontex, "Risk Analysis for 2020."

³⁵ EUROSTAT. First time asylum applicants by citizenship, age and sex - annual aggregated data. Retrieved from Eurostat on 02/02/2021

³⁶ Aksel et al., "Study on Smuggling of Migrants: Characteristics, Responses and Cooperation with Third Countries. Case Study 3: Pakistan – Turkey – Greece."

³⁷ ActionAid, "Baseline Study on Illegal Emigration, Human Smuggling and Trafficking in Pakistan." 2009.

³⁸ UNODC (2012) "Migrant Smuggling in Asia: A Thematic Review of Literature, Bangkok: UNODC.

³⁹ G M Arif and Tahira Ishaq, "Irregular Emigration to the Gulf: An Analysis of the Status of Pakistani Migrant Workers," in *Skilful Survivals: Irregular Emigration to the Gulf*, ed. Philippe Fargues and Nasra M. Shah (Jeddah/Geneva/Cambridge: Gulf Research Centre Cambridge, 2017), 309.

⁴⁰ Aksel et al., "Study on Smuggling of Migrants: Characteristics, Responses and Cooperation with Third Countries. Case Study 3: Pakistan – Turkey – Greece."

⁴¹ UNODC, "Global Study on Smuggling of Migrants 2018. Asia" (Vienna, 2018), 109.

⁴² DGMM, Distribution of Irregular Migrants by Citizenship by Year. Accessed 29/03/2021. <https://en.goc.gov.tr/irregular-emigration>

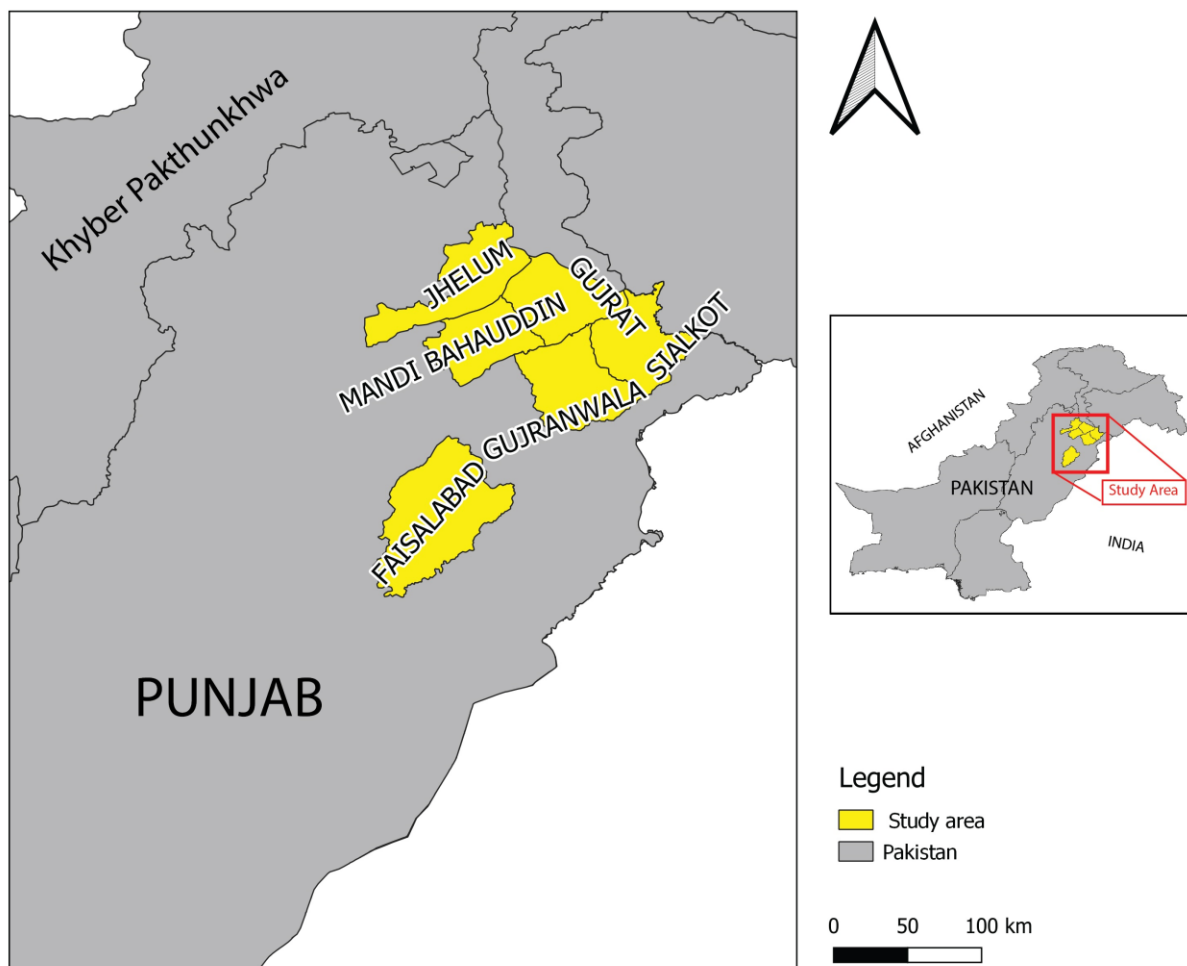
⁴³ UNODC, "Global Study on Smuggling of Migrants 2018. Asia," 116

⁴⁴ USDOS, "2020 Trafficking in Persons Report: Pakistan."

⁴⁵ UNODC, "Trafficking in Persons and Smuggling Migrants Laws 2018," 2018, <https://www.unodc.org/pakistan/en/trafficking-in-persons-and-smuggling-ofmigrants-laws-2018.html>.

2.4 Geographic Focus of the Study

Figure 9 Geographic Focus of PARIM Survey and Stakeholder Mapping⁴⁶



During the inception phase of the survey, it was agreed to target the following districts for data collection for the baseline survey and the stakeholder mapping exercise. This decision was made based on the higher irregular emigration trends to Europe from these districts (particularly the first four identified): Sialkot, Gujrat, Jhelum, Gujranwala, Faisalabad, Mandi Bahauddin.

Further contextual information on each of the study sites with regard to methodology is covered in the next chapter.

⁴⁶ The map used is the official map of Pakistan as shared by the geographic survey of Pakistan only for study purpose. It does not represent or reflect a political view.

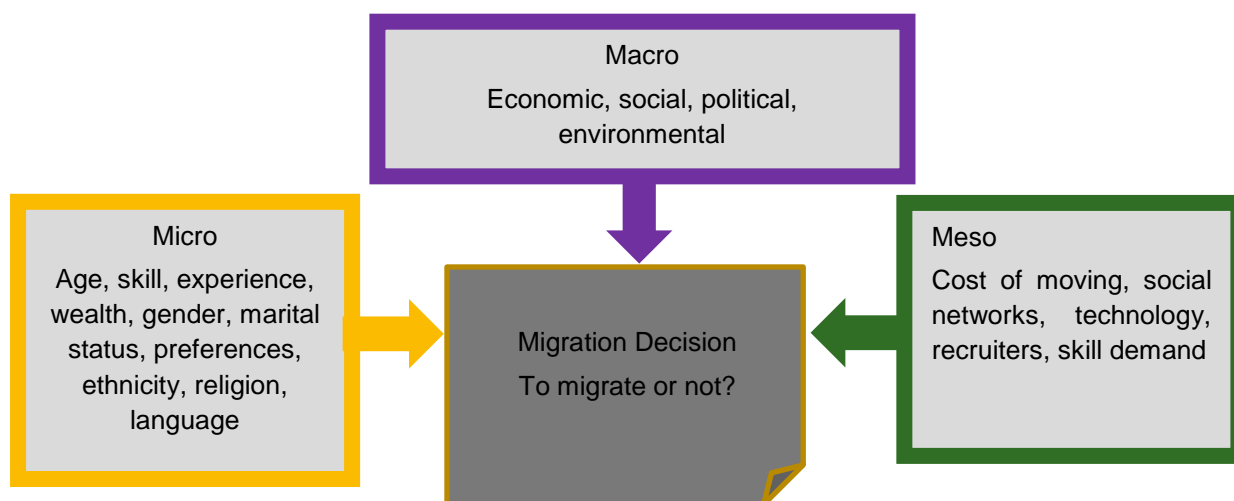
3 Conceptual Framework and Methodology

3.1 Conceptual Framework

ICMPD's project "Pakistan - Awareness Raising and Information Campaigns on the Risks of Irregular Emigration in Pakistan (PARIM)" aims to improve information available to potential migrants on legal migration channels and the potential risks of irregular migration through an information campaign implemented in Pakistan. Data collected through a stakeholder mapping exercise and baseline survey is intended to provide a robust empirical framework for the information and awareness raising campaign. This evidence will be utilised by ICMPD in combination with the other research conducted under the PARIM project to refine the awareness campaign messages and implementation modalities of the campaign, particularly taking into account the relevant local contexts of the six project districts (particularly through D2.4 Final Study Report and D3.1 Communication strategy).

The conceptual framework as discussed in the PARIM background report is grounded in Black et al.'s model.⁴⁷ The model reviews the migration decision as a product of three dimensions, micro, macro and meso factors. Micro deals with individual attributes (age, skill, experience, wealth, etc.) affecting the change (migration in this regard), Macro incorporates national factors (environmental, social, political and economic) and Meso relates with the factors which can support or restrict the decision (cost of moving, social networks, technology, recruiters). The following figure is an adapted version of Black et al.'s model.⁴⁸

Figure 10 Framework for the drivers of Migration (inspired by Black et al)

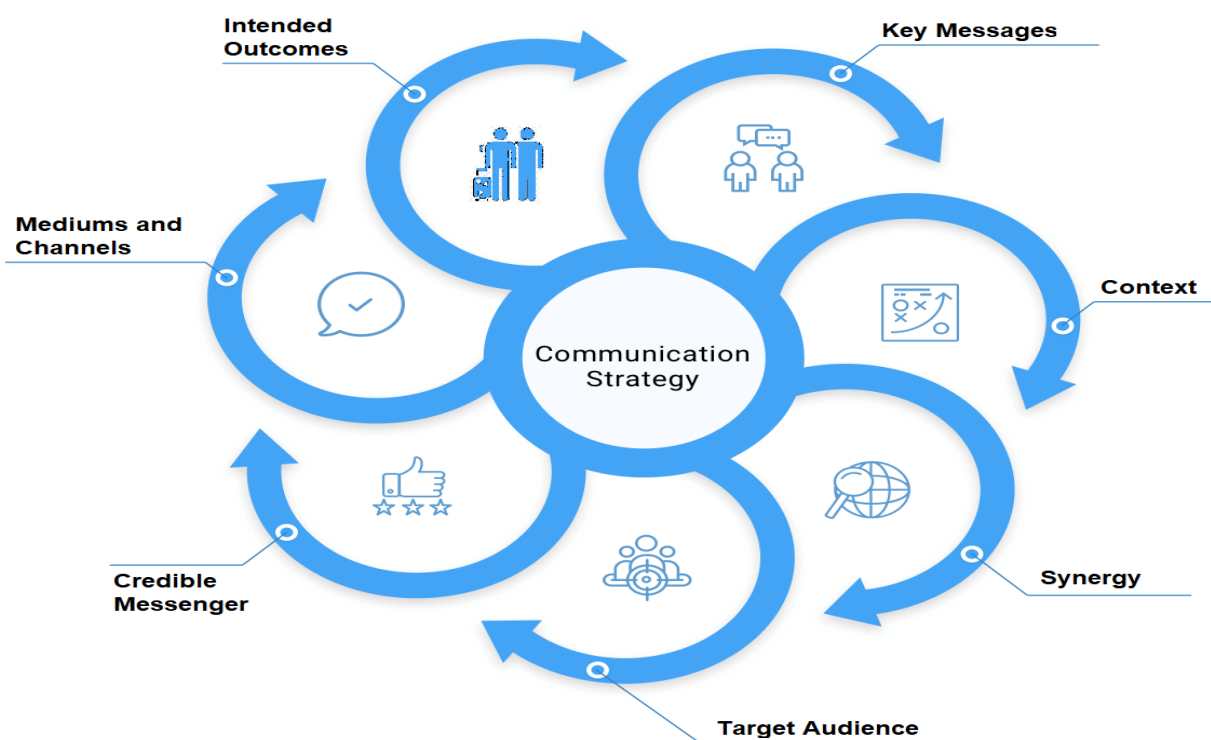


While adhering to this conceptual framework for migration decision making, the survey findings provide insights for the communication strategy in terms of emigration-decision making and the way to make the decision better informed and safe for migrants. In this regard, the methodological framework applied to the research conducted for this report (stakeholder mapping exercise and baseline survey) focused on seven elements of communication strategy regarding irregular migration in the targeted area as indicated in Figure below.

⁴⁷ Richard Black et al., "The Effect of Environmental Change on Human Migration," *Global Environmental Change* 21 (2011): S3–11, <https://doi.org/10.1016/j.gloenvcha.2011.10.001>.

⁴⁸ Richard Black et al., "The Effect of Environmental Change on Human Migration," *Global Environmental Change* 21 (2011): S3–11, <https://doi.org/10.1016/j.gloenvcha.2011.10.001>.

Figure 11 Key Elements of Communication Strategy



The seven key elements of the analytical approach, which formed the basis of both the survey and the stakeholder mapping exercise, guide the analysis.

Context:	The survey aimed to build upon and triangulate the findings of PARIM background report and discuss some aspects of key assumptions regarding emigration decision process (building on the PARIM background report).
Target Audience:	Which actors (state, formal or informal) can influence emigration decisions and how can they be better informed? In this context three layers of audience were included in the study: i) potential irregular migrants who have an intention or motivation to seek irregular migration pathways, ii) those who facilitate or enable the same; and iii) those who may possibly restrict the same.
Key Messages:	What message / information can be most useful to influence and/or guide emigration decisions? What are the awareness levels of potential irregular migrants about the migration process (regular and irregular)? What do local stakeholders feel is the missing information which is either not available with the key decision-makers or emphasised enough to promote safe emigration?
Credible Messenger:	Which actors can most effectively serve as messenger to ensure/enhance the effectiveness of the message? This may vary from audience to audience as categorised by the respondents. The aspect aimed to recognise, utilise and engage the stakeholders with considerable credibility in the society and people whose advice would matter to the

	key decision makers in the community. This would also significantly support building local equity of the idea and information to be shared for sustainability prospects.
Appropriate Medium:	Which mediums are conducive to reach irregular migrants and those who influence their decision-making? Which channels do they usually use or rely on? Which appeal to them the most? Where can they be found? How can they be engaged in the communication strategy? These elements highlight the need for different mediums, channels and approaches to reach the segments of community that are the most vulnerable in the context of irregular emigration. The survey of the potential irregular migrants is useful for further insight to the same and provide a more comprehensive picture to the same while triangulating the findings.
Synergy:	The element of synergy aims to answer the following questions related to the local dynamics of potential contributors to the campaign. It provides an understanding about which organisations, institutions and individuals are active in the local community. What is their existing nature of communication? Relevant here for the stakeholder mapping exercise in particular is their past experiences on information campaigns and community engagement and how collaboration is possible within organisation's current approach for communication of risks associated with irregular emigration.
Intended outcomes:	Why is communication necessary and what intended outcomes of the campaign are aligned to which actors?

3.2 Methodology for Stakeholder Mapping Exercise

As mentioned, this baseline survey was preceded by a stakeholder mapping exercise conducted in the six PARIM districts, also by I-SAPS. The main purpose of the mapping exercise was to identify formal and informal actors at the local level that have relevant work and expertise related to information campaigns in general, and migration information campaigns in particular, for potential collaboration for the PARIM communication campaign during the implementation phase. However the exercise has also provided key insights relevant for to the survey results as well, and thus is referenced in this report as relevant. The mapping sought to identify three types of stakeholders:

- Stakeholders which are currently working on migration issues in the districts;
- Institutions/stakeholders which have completed/concluded projects and activities on migrations issues; and
- Stakeholders not (yet) active on the migration issues but have the potential to be engaged as partners for the campaign.

Applying the above criteria, a total of 249 stakeholders were mapped based on the relevance of their work to migration information campaigns. These stakeholders were identified through community referrals and snowball sampling in both urban and rural areas of the six districts. To collect in-depth information about the local migration dynamics and perceptions of some of the stakeholders on migration issues, Key Informant Interviews (KIIs) were conducted with 33 stakeholders across the districts. These stakeholders included government departments, international non-governmental organisations (INGOs), local civil society organisations (CSOs), media representatives, local influential leaders (e.g. religious leaders, political leaders), as well as private actors (recruitment agents, travel agents, etc.). CSOs as key potential partners for the PARIM campaign were emphasised in the outreach. Four to seven KIIs were conducted in each district. The following table gives an overview of the distribution of KIIs across the six districts.

District	Government departments	INGOs	CSOs	Private actors	Media	Local influential leaders	Total
Faisalabad	1	1	3	0	0	0	5
Gujrat	0	2	0	1	0	2	5
Gujranwala	0	0	3	0	1	0	4
Jhelum	2	0	3	1	0	1	7
Mandi Bahauddin	0	1	2	0	1	1	5
Sialkot	1	1	3	0	0	1	6

3.3 Sample Stratification for the Survey

In order to ensure a relevant sample, the overall sample size for the survey was 1,200 potential (irregular) migrants selected from the above-mentioned six districts of Punjab (Sialkot, Gujrat, Jhelum, Gujranwala, Faisalabad, Mandi Bahauddin). A sample of 200 potential (irregular) migrants was selected from each of the six districts for the survey. Equal selection of a sample from each district helped ensure sufficient representation of each district in the final analysis.

During a number of inception discussions between I-SAPS and ICMPD, it was discussed that the potential (irregular) migrants segment does not have a segregated identity. The segment remains a non-distinguishable part of the society prior to emigration. Moreover, the topic of irregular migration is a sensitive one, thus difficult to sample in its own right. In the absence of a well-defined sampling universe or database of potential (irregular) migrants, it thus remains difficult to identify or draw a statistically representative random sample of the targeted population. Therefore, a combination of non-probability sampling techniques namely “Chain Referral Sampling / Snowball Sampling Approach” and “Purposive Sampling Approach” was employed to reach out to the sample of potential (irregular) migrants in each selected district. Two stratification dimensions were considered for the selection of respondents to ensure representation:

1. Geographic: 200 respondents selected from each district.
2. Gender: 10% (n=20) respondents, from each district, will be women.

3.4 Survey Respondent Selection

As mentioned above, being an informal group with little to no group identity, it remained challenging to directly or randomly select a potential irregular migrant. Therefore, it was considered that the key difference between an irregular and a regular migrant is the level of awareness about emigration and access to reliable information and support systems that may influence the choice to migrate. Potential emigrants, irregular and regular, may not be very different from each other in other characteristics. So, in theory, what we learn about emigrants in general should be equally applicable to both regular and irregular emigrants. Nevertheless, the survey examined this assumption on the basis of data at the analysis stage.

The survey, therefore, employed a non-probability and purposive sampling technique in conjunction with eligibility criteria selected to identify migrants, based upon the PARIM Background study. As per the criteria, the respondent had to score at least 10 points across the given criteria to qualify to be a respondent. The criteria has been identified through desk research, including the PARIM Background report.

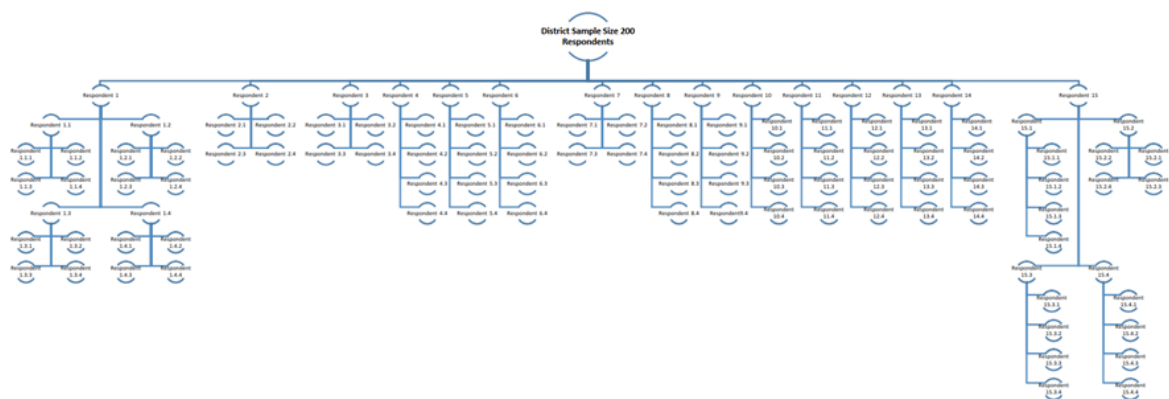
- ✓ Self-identification as a potential (irregular) emigrant. (7 points)
- ✓ Community-identification as a potential irregular emigrant. (7 points)
- ✓ Previous or future plan for emigration towards EU. (5 points)
- ✓ Age: 18-28 years. (3 points)
- ✓ Lower-Middle to Upper-middle economic class (i.e income 50,000 to 100,000. (3 points).
- ✓ Low skill and educational background (5-12 year education/ no professional training)(3 points)

This selection criteria was not applied to female respondents, as the above has been developed based on literature available on predominantly male irregular migration trends from Pakistan. Thus, those women who were identified by the community were included in the study where they agreed to participate.

3.5 Referral Collection

I-SAPS field teams identified and engaged the district departments, local civil society/NGOs, community representatives and elders to identify potential irregular emigrants. Identified individuals were considered against the above-mentioned criteria and were awarded a score at the outset. If the individual qualified to be a respondent, he/she was approached for consent for an interview.

Figure 12 Sample Selection Framework



Initially, the field team identified 15 potential (irregular) migrants from each district through community elders or institutional (from CSOs working in the area) referrals for meeting the criteria. In the second stage, the first cohort of potential (irregular) migrants was asked to refer at least four potential (irregular) migrants of whom they are aware, hence reaching 60 respondents in the first two cohorts. Similarly the second cohort of respondents were asked to refer to 3-4 potential (irregular) migrants for interviews, thus, reaching a sample of 200 respondents in each district. The Snowball sampling approach employed within each district is illustrated in the figure above.

3.6 Development of Survey Tool, Pre-testing and Finalisation

A structured survey questionnaire was developed with input from the ICMPD. The questionnaire was translated into Urdu for easy administration in the field.

The translated questionnaire was pilot tested with 10 respondents in two districts (Gujrat and Jhelum). Findings from the pilot test were incorporated and the final tool was used to develop an application to collect data on the Tablet PCs. All skip patterns of the questionnaire were built into the application. Moreover, selection criteria for shortlisting of survey respondents was also built into the software application.

3.7 Engaging Field Teams and Training

While finalising the technical details of the survey, the process of selecting the field teams for collecting data was completed. A team comprising two people was engaged for each district for contacting the survey respondents and conducting their interviews. Field staff for the respective districts were selected from the same districts where the survey was to be conducted and it was ensured that the identified and selected teams are well connected within the communities of the districts, have strong local linkages and understanding of the context to target the right survey respondents. An I-SAPS' field manager supervised the field teams.

Survey field staff were then provided a one-day training in Islamabad in June 2021 on the sample categories and survey tool. An important focus of the training was on COVID-19 standard operating procedures and the staff was instructed for minimal close contact with the communities during the survey.

I-SAPS prepared a training manual and instructions for training. Presentations were done on survey objectives and standard procedures, and different sessions were facilitated by technical experts during the training. In addition, the data collectors were imparted training on using Tablet PCs and the application developed for electronic data collection.

An assessment of the understanding of the field staff on the survey respondents and instruments was conducted throughout the training by the technical team and trainers.

3.8 Data Collection

Upon completion of training, the field staff was deployed to undertake data collection through face-to-face survey implementation, in all districts, conducted over June and July 2021. The data collectors relied upon their local connections and community linkages to contact respondents in the right category. At the outset, qualification criteria was applied to each respondent. Only those respondents who scored minimum ceiling were then surveyed. In case any respondent did not fill the required criteria, the respondent was thanked, and the interview was closed. The same process was applied until the required target of the survey was reached. As the data was collected electronically on Tablet PCs, the field teams submitted it on every alternate day after review and finalisation. A proper mechanism was put in place to monitor the quality of the survey. The online data was shared with the technical team on alternate days. In case of any gaps identified in the collected data, it was reverted to the field and cross checked.

3.9 Data Collection Challenges

Although the I-SAPS team was able to identify, engage and interview the required number of respondents from each of the six districts, the teams encountered several challenges that should be taken into account. This including the following:

1. **Difficulties in Getting Consent of the Respondents for the Interviews:** Upon referral to a particular respondent, the I-SAPS teams engaged the identified (irregular) migrant. Initially, most of respondents / potential respondents were reluctant to give their consent for the interviews as they were concerned that the teams were from Federal Investigation Agency (FIA). At times, they also had the fear of being arrested by the government agencies in the attempt to curtail irregular migration and expressed concern that their contact details might be shared with the government agencies.

The I-SAPS team used their community linkages to build up the confidence of respondents in the I-SAPS team. Visiting cards and letters from I-SAPS home office issued to the field teams were shared with the respondents. The teams further used their mobilisation and engagement skills to get informed consent from the respondents for their participation in the survey.

2. **Expectations of Irregular Migrants for Funding/Economic Opportunities:** At times, the survey respondents expected that since the government and various international agencies are interested to curb irregular migration, they should engage the respondents in economic opportunities and provide financial support to start businesses in their localities. They expected the survey teams to give them a form of financial incentive in this regard. Such expectations were responded to by field staff with clarity on the nature of the survey and that no monetary support could be expected.
3. **Accessing and Contacting Female Respondents:** In view of the fact that women do not make up a significant proportion of those who attempt irregular migration, it was difficult to identify and engage women respondents as there were significant limitations to access women and know about their migration intent. Moreover, as existing profiles of potential irregular migrants focus largely on men, the same selection criteria could not be applied to women as it was not supported by literature. They were thus selected purely on community referrals. Nevertheless all but one woman in the sample expressed interest in migration. In the social context of the districts, it was difficult to ask the community members to share the contact details of women for survey. Upon contacting, the women respondents were reluctant to share their views about irregular migration and their intentions for opting the same.
4. **Response on Income Related Questions:** The surveyed respondents were reluctant to share their income and the income of their families and were curious why that information was requested. It usually required some addressing of concerns before respondents provided relevant information.

3.10 Data Analysis

As the data was collected electronically using Tablet PCs, the field teams submitted their data regularly after review and finalisation of the responses from completed interviews. I-SAPS's Data Analyst reviewed the responses against all questions for accuracy and correctness. Moreover, the selection criteria of the respondents was reviewed on a regular basis to cross-check that the field teams identified



and selected the respondents according to the correct criteria. The qualitative responses on the open-ended questions/responses against 'others' options were post coded.

The data was cleaned properly prior to running analysis and developing tables by following the steps below:

- Removal of unwanted observations from the dataset, including duplicate observations or irrelevant observations.
- Fixed structural errors, identified and corrected strange naming conventions, typos, or incorrect capitalisation as these inconsistencies can cause mislabeled categories or classes.
- Filtered unwanted outliers, as there are one-off observations where, at a glance, they do not appear to fit within the data being analysed.
- At the end of the data cleaning process, the data was reviewed answer the following questions as a part of validation process:
 - Does the data make sense?
 - Does the data follow the appropriate rules for its field?
 - Does it prove or disprove our working theory, or bring any insight to light?
 - Can we find trends in the data?
 - If not, is that because of a data quality issue?

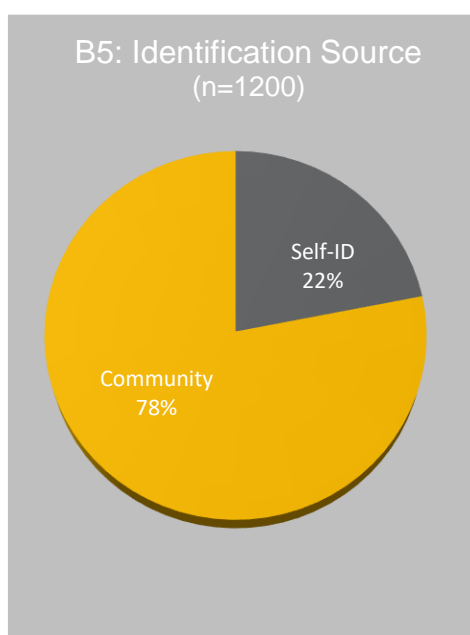
After completion of the data cleaning process, the data was processed for analysis in line with the proposed reporting template identified by ICMPD. The cleaned data was transferred into SPSS and was analysed to develop tables as per the tabulation plan and served as the basis for the analysis for this report.

4 Descriptive Analysis

The following key attributes were observed in terms of irregular migrants' characteristics among the selected survey respondents as per the criteria mentioned in the methodology section. A comparison has been drawn from the profile identified in the PARIM background report and the PARIM stakeholder mapping report.

As highlighted in the methodology, the survey had a focus on identifying potential irregular migrants. The survey employed different methods for the selection of potential irregular migrants. First either the respondents self-identified themselves as the irregular migrant with confidence to the local I-SAPS team or were those who were identified by the community as potential irregular migrants. Out of total 1,200 respondents, only 263 self-identified themselves as someone with an intent to migrate irregularly. Among these 263 individuals, the highest number of self-identified respondents were from Gujranwala and the least were from Faisalabad. For 937 respondents, their respective communities informed the I-SAPS data collection teams about their intention or tendency to migrate irregularly.

Figure 13 Identification Source



Out of the 1,200 respondents, 10% selection was designated for women respondents, equally distributed across all districts (20 female respondents per district). This allocation was based upon information from the Background Report and other literature that showed limited female engagement in irregular emigration.⁴⁹ The results from stakeholder mapping study also suggested that female irregular emigration was not culturally appreciated. It was perceived that there was no need for it as women in this socio-cultural setting are financially dependent on the men of their families.⁵⁰ Therefore, women's role in irregular migration is considered rather to support and influence an individual's decision of irregular migration from Pakistan. Nevertheless, 120 female (10%) and 1,080 male (90%) respondents were interviewed to ensure gender representation as well as to triangulate the findings in current time.

⁴⁹ Katharina Hahn-schaur, "Awareness Raising and Information Campaigns on the Risks of Irregular Migration in Pakistan Background Report," 2021.

⁵⁰ Katharina Hahn-schaur, "Awareness Raising and Information Campaigns on the Risks of Irregular Migration in Pakistan Background Report," 2021.

Figure 14 Gender

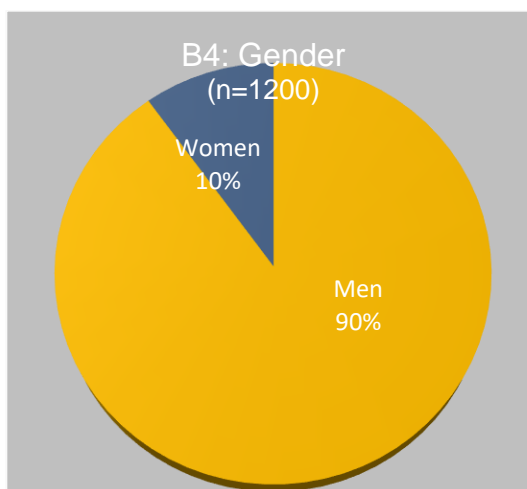
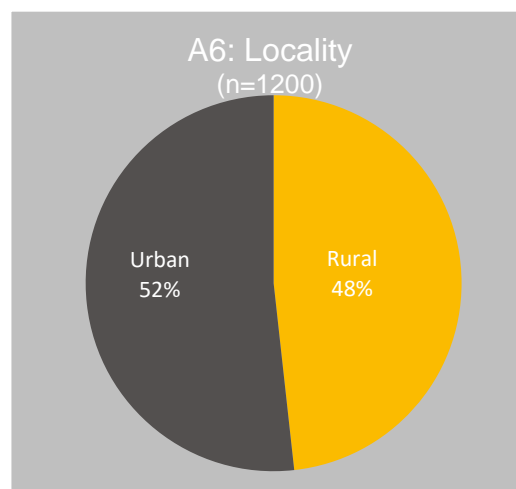
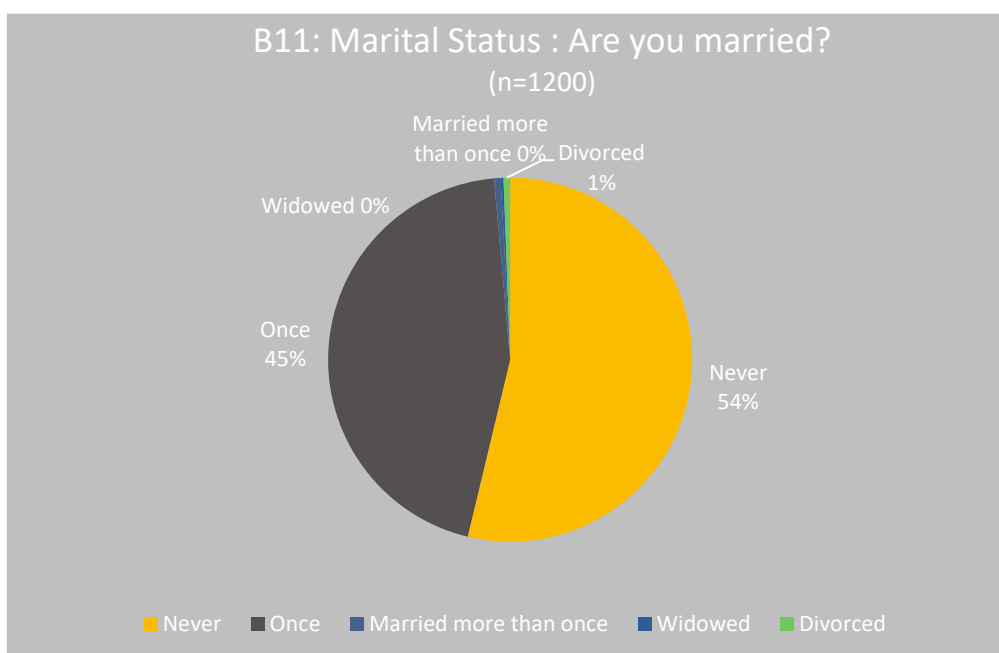


Figure 15 Locality



In terms of locality, the survey covered both rural and urban communities almost equally. This was with an intentional effort to engage and identify potential irregular returnees from both rural and urban settings to ensure representativeness of the survey at both localities. Out of the 1,200 respondents, 579 belonged to rural areas (48%) and 621 belonged to urban areas (52%). The highest number of respondents from rural areas, among the selected districts, were from Mandi Bahauddin and Sialkot (102 from each). The highest number of respondents from urban areas, among the selected districts, were from Jhelum (121 respondents).

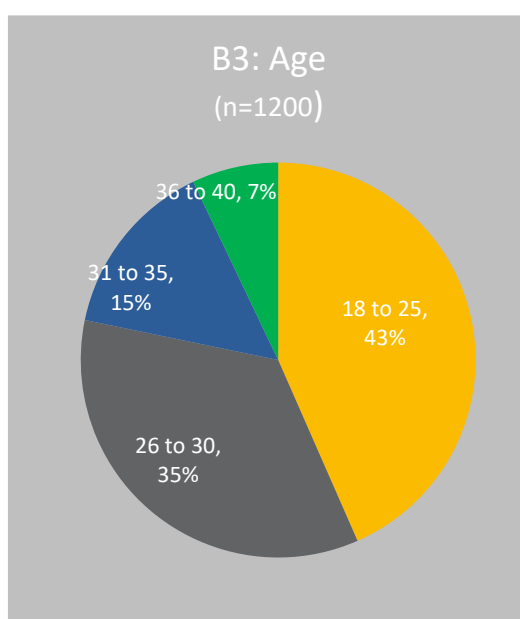
Figure 16 Marital Status



The proportion of married respondents was almost half, which is in line with previous research among this population as well as the stakeholder mapping exercise.⁵¹ When asked about marital status, 54% respondents reported to be never married. 45% identified themselves as being currently married,⁵² and the combined proportion of widowed, divorced or married more than once remained slightly over 1%. Financial responsibilities on men of the family in socio-cultural setting of Pakistan thus play an important part of emigration decision-making. Monthly household income also has a huge role to play as a driving factor of irregular emigration among the potential irregular migrants, either married or unmarried.

Regarding the age of the respondents, the Background Report and other previous research has identified the age for irregular migrants to Europe to be mostly 18-25 followed by 26-35 year olds.⁵³ In line with this, the majority (93%) of the respondents were between 18-35 years of age. Among these respondents, 43% were between 18 to 25 years of age, followed by 35% among age group of 26 to 30 and 15% among 31 to 35 years of age. Only 7% were between 35-40 years of age. The trend was similar across all districts in the current survey, with a slight variance in Sialkot among first two categories. In Sialkot, most respondents identified were from age group of 26-30, while in other districts the 18-25 years was the most referred age group. Generally the trend shows a tendency toward irregular migration at a younger age.

Figure 17 Age



Some recent research conducted in Pakistan have highlighted significant proportions of migrants with high levels of education among the population of irregular migrants.⁵⁴ However, the profile of the respondents covered in the survey indicates slightly lower education levels, in line with the research conducted in the PARIM background report. About 49% were with secondary school (10 years) or less, 33% were high-school and undergraduates, while only 10% had a masters and above. Thus, the data

⁵¹ Koser, "Why Take the Risk? Explaining Migrant Smuggling." IOM, "Pakistan: Survey on Drivers of Emigration," (2020)

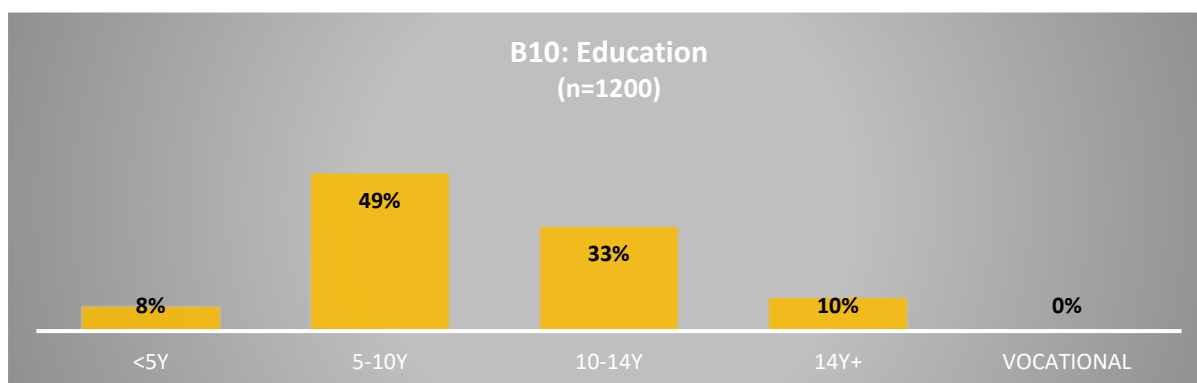
⁵² Katharina Hahn-schaur, "Awareness Raising and Information Campaigns on the Risks of Irregular Migration in Pakistan Background Report," 2021.

⁵³ Dynamic Consulting Services, "Needs Assessment Study: Information Needs of Intending Migrants in Punjab and Khyber Pakhtunkhwa, Pakistan (Forthcoming)" (Islamabad: ICMPD, n.d.). IOM, "Snapshot of 2018 Arrivals in Europe from Pakistan," 2018, 4.

⁵⁴ Dynamic Consulting Services. Needs Assessment Study: Information needs of intending migrants in Punjab and Khyber Pakhtunkhwa, Pakistan. ICMPD (2019). IOM, "Snapshot of 2018 Arrivals in Europe from Pakistan," 2018.

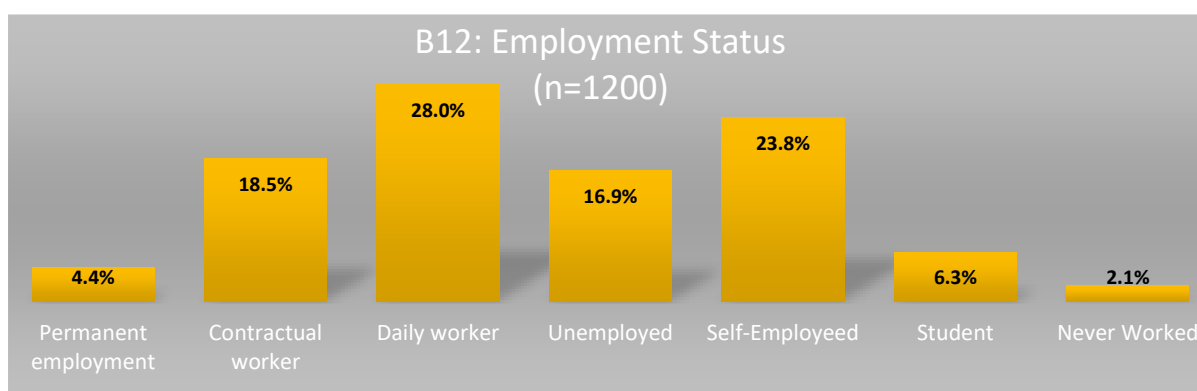
indicates that potential irregular migrants are somewhat educated, however, for those with post-secondary level of education (i.e. 10 years of formal education or more), the potential to migrate irregularly is lower.⁵⁵

Figure 18 Education



Indeed, the majority of the respondents (potential irregular migrants) had limited education (5-10 years of formal education) and there were fewer respondents with higher levels of formal education. Only two respondents had acquired some vocational training. It was also observed that potential irregular migrants are not totally uneducated but have some fundamental education (up to 5 years schooling) as also suggested in the PARIM background report.⁵⁶ These figures depict that the ones with vocational training and less than five years of formal education rarely opt for irregular emigration. This trend was similarly observed across the various districts.

Figure 19 Employment Status



The findings of the survey corresponding to employment status are in line with the findings of the PARIM background and stakeholder mapping reports, in terms of migrants' financial status and the need for financial stability. The major proportion of respondents is represented by daily workers (28%), followed by self-employed (23.8%), contractual workers (18.5%) and unemployed (16.9%). These figures show that the rate of daily workers who want to emigrate from Pakistan is the highest owing to not having steady income followed by contractual workers who may lack job security and may sometimes receive

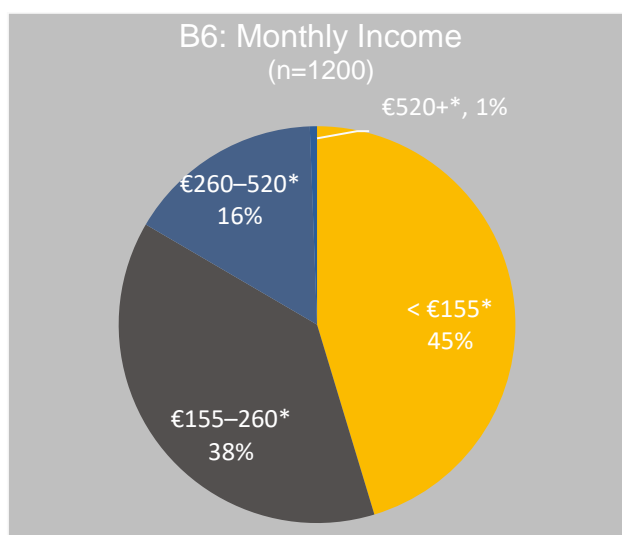
⁵⁵ Hahn-schaur, "Awareness Raising and Information Campaigns on the Risks of Irregular Migration in Pakistan Background Report."

⁵⁶ Hahn-schaur, "Awareness Raising and Information Campaigns on the Risks of Irregular Migration in Pakistan Background Report."

less than minimum wage. The trend does not show much variance across the districts. It is important to recognise that agriculture is a common self-employment source that with larger family sizes may be insufficient in the targeted communities, particularly considering the participation of rural populations in this sample. The proportion of permanent workers (4.4%) and students (6.3%) is minimal among the sample. This highlights that those who are studying or receiving a steady income have lesser tendencies toward irregular emigration. Those who have never worked (2.1%) likely represent the proportion who are either well-off or dependent on the family; hence, while a small proportion, they may be driven by non-economic motives. The findings suggest that lack of employment opportunities, steady income, and ease of doing business were some of the key economic drivers of people's decision of emigrating from the country.

The income stability attributes were further triangulated in the survey with the household income aspect. It was identified that about 46% of the respondents had monthly household income less than PKR 30,000 (EUR 155)* (Figure 20). About 38% of the respondents had household incomes between PKR 30,000 – 50,000 (EUR 155 – 260) per month. Only 16% of households indicated a monthly income of €260 to €520 (between PKR 50,000 – 100,000) and only less than 1% had income more than €520 (PKR 100,000). The income situation of the respondents highlights that poverty drives the vulnerability of the household, and should be considered a contributing factor in migration decisions. These findings resonate with the findings of the PARIM background report and the stakeholder mapping report, which show that people in targeted districts have a relatively higher tendency to migrate irregularly from Pakistan because of the poor living standards, lack of employment opportunities and absence of steady income means.

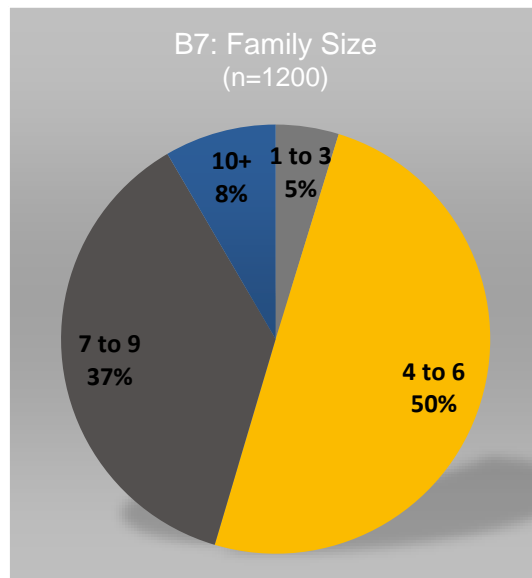
Figure 20 Monthly Income





In general, the family size of the respondents tended to be large. About 50% respondents reported to have a family size of 4 to 6 members while 37% noted between 7 to 9 family members. The proportion of more than 10 member household was only 8% while the proportion of respondents reporting 1 to 3 members household size was about 5% (Figure 21).

Figure 21 Family Size



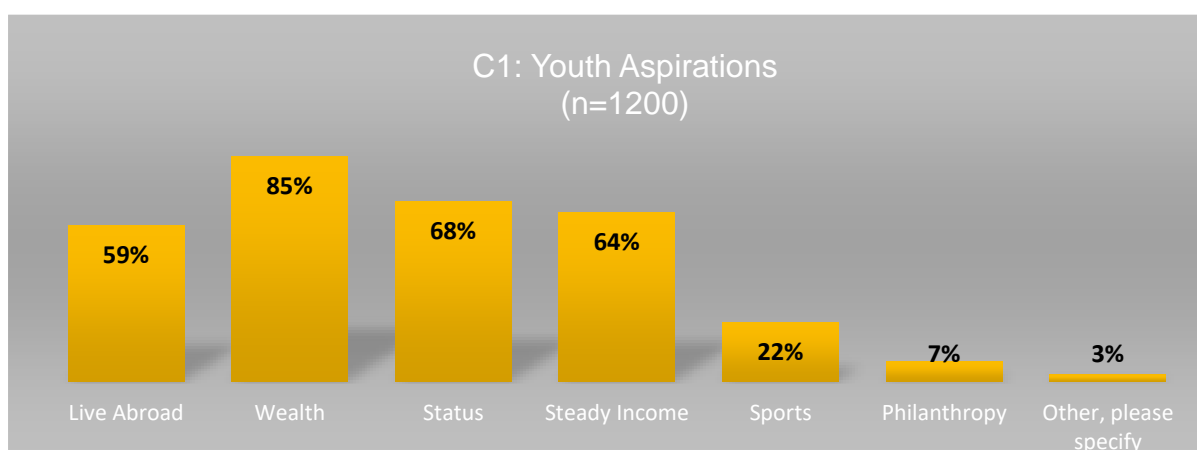
5 Key Findings

In this section, we delve into the findings of the survey among potential irregular migrants, focusing on key areas for the PARIM research and communication strategy. In particular, we have organised the section into seven sub-sections, covering: aspirations and motivations of potential migrants; factors driving irregular migration; knowledge and awareness of irregular migration; risk behaviour and confidence levels; information sources and information gaps; the role of family and social networks; and the role of traffickers and smuggling agents. These findings are based primarily on the survey, however where relevant, results are triangulated with the stakeholder mapping and desk research carried out.

5.1 Aspirations and Motivations of Potential Migrants

One of the first questions asked of respondents was for them to speak to their understanding of the main aspirations of youth in their own community, using “youth” as a proxy for understanding general aspirations among the potential target group. The findings of the current survey revealed that the three most common aspirations identified were wealth, status and steady income as highlighted in Figure 22 below.

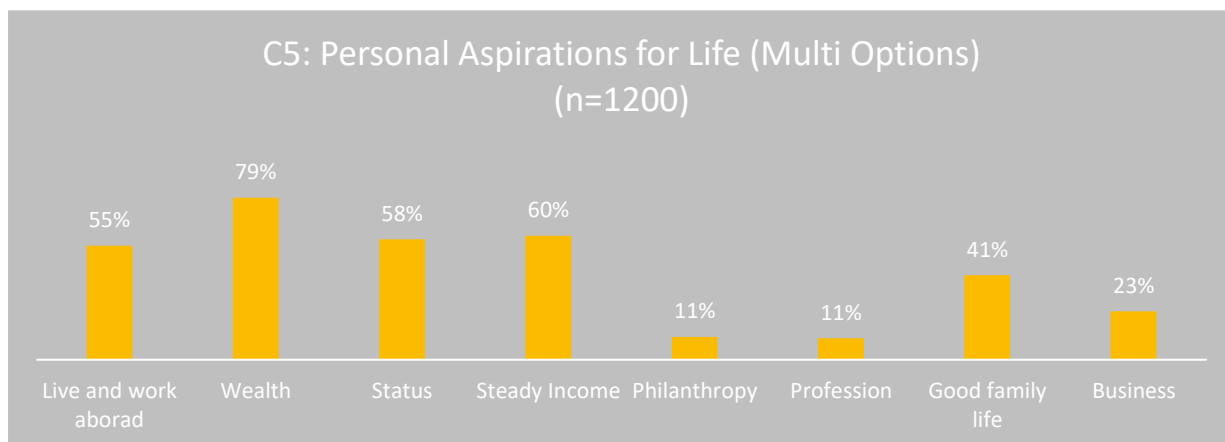
Figure 22 Aspirations of Youth



Echoing the findings of the PARIM background report, overall, the aspirations of people who intend to migrate are indeed focused on economic aspects. Pursuit of wealth, improvement in social status (often linked to economic class in Pakistan) and a desire for steady income are what aspire people to migrate from the country, be it via regular or irregular means. This general trend was also reflected in the district-level analysis, with the same aspirations prioritised. Besides the listed aspects mentioned in the questionnaire, respondents also highlighted the elements of independence and freedom from expectations as aspirations of youth.

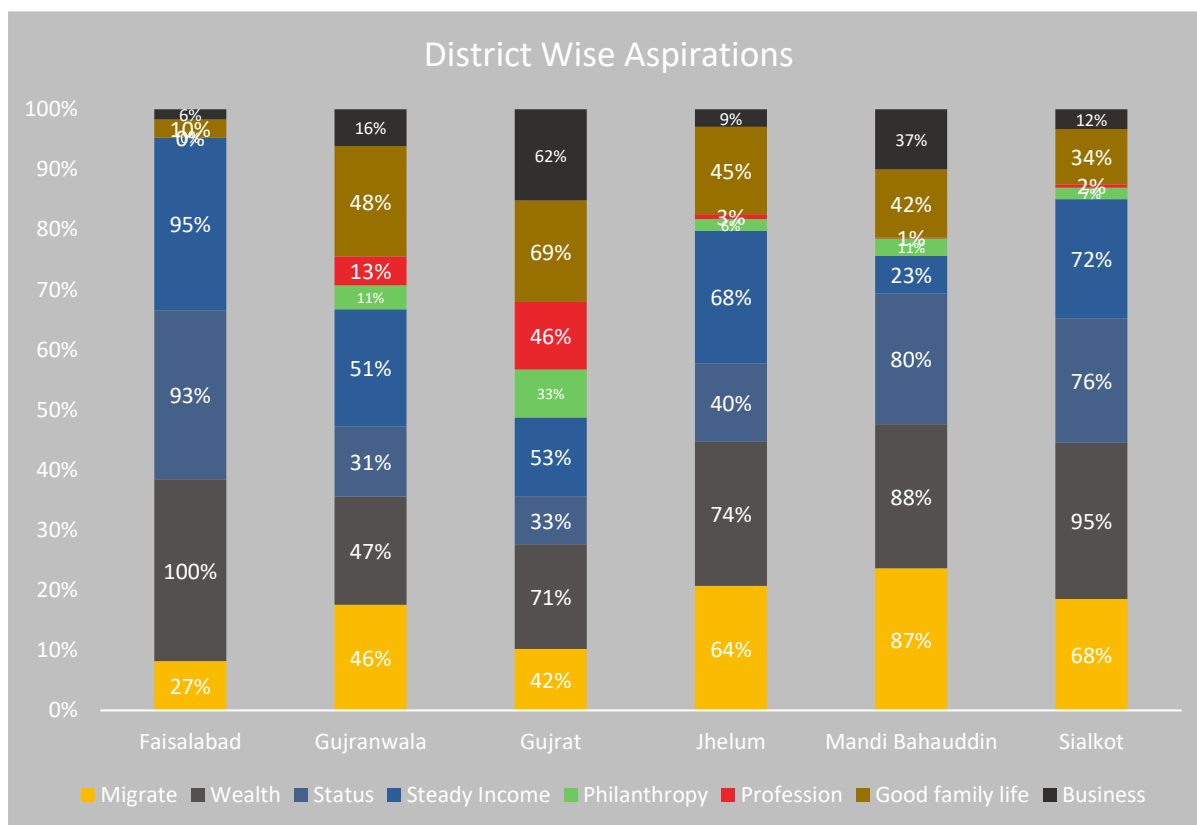
When asked to respond on their own aspirations, similar answers were observed as those given for aspirations of youth in their community. “Status” ranked second when asked about youth aspirations, while in personal aspirations, steady income replaced “status” as the second highest cited aspiration. About 55% of the total respondents cited “live and work abroad” as their aspiration in life. This confirms that when respondents were talking about general youth, they were largely reflecting their own opinion on others or that they reflect the popular perspective (Figure 23).

Figure 23 Aspirations of Respondents



While the top four choices for youth aspirations remained the same; their ranking across the districts varied slightly. An aspiration to “live and work abroad” constituted a second-highest priority for the respondents in Mandi Bahauddin district, third in Jhelum, fourth in Sialkot and Faisalabad and fifth in Gujrat and Gujranwala. This, combined with the next question’s results, suggests that emigration may be considered more a means to economic stability rather than an end aspiration within itself (Figure 24). The stakeholder mapping study also identified similar intentions with a clear acknowledgement for preference to migrate.

Figure 24 Personal Aspirations by District



The respondents of the survey, when asked the question of how you intended to achieve these aspirations collectively described work and emigration to be the two top means of achieving their aspirations (43% and 39%, respectively). This finding is also in correlation with the findings of the interviews conducted for the stakeholder mapping⁵⁷ that noted that emigration and work abroad were the most important drivers of irregular migration among people in Pakistan (Figure 25):

Figure 25 Means to Achieve the Aspirations

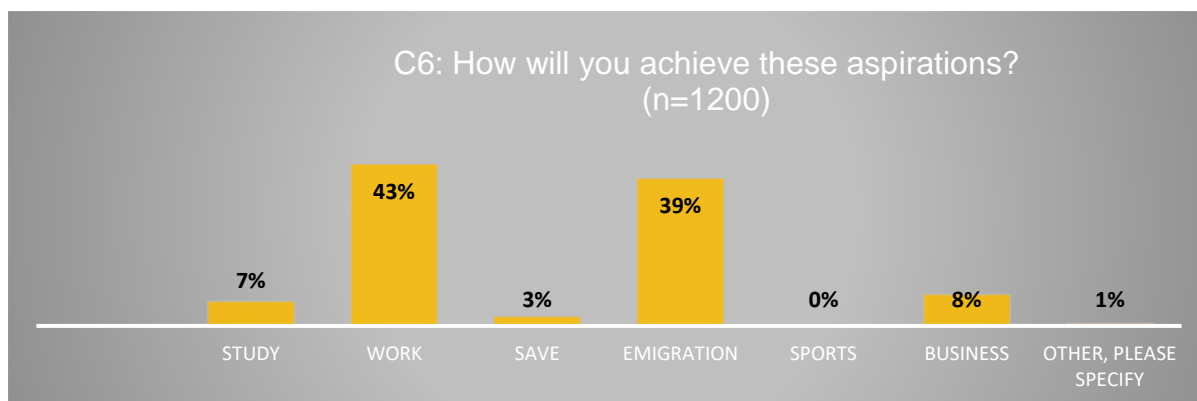
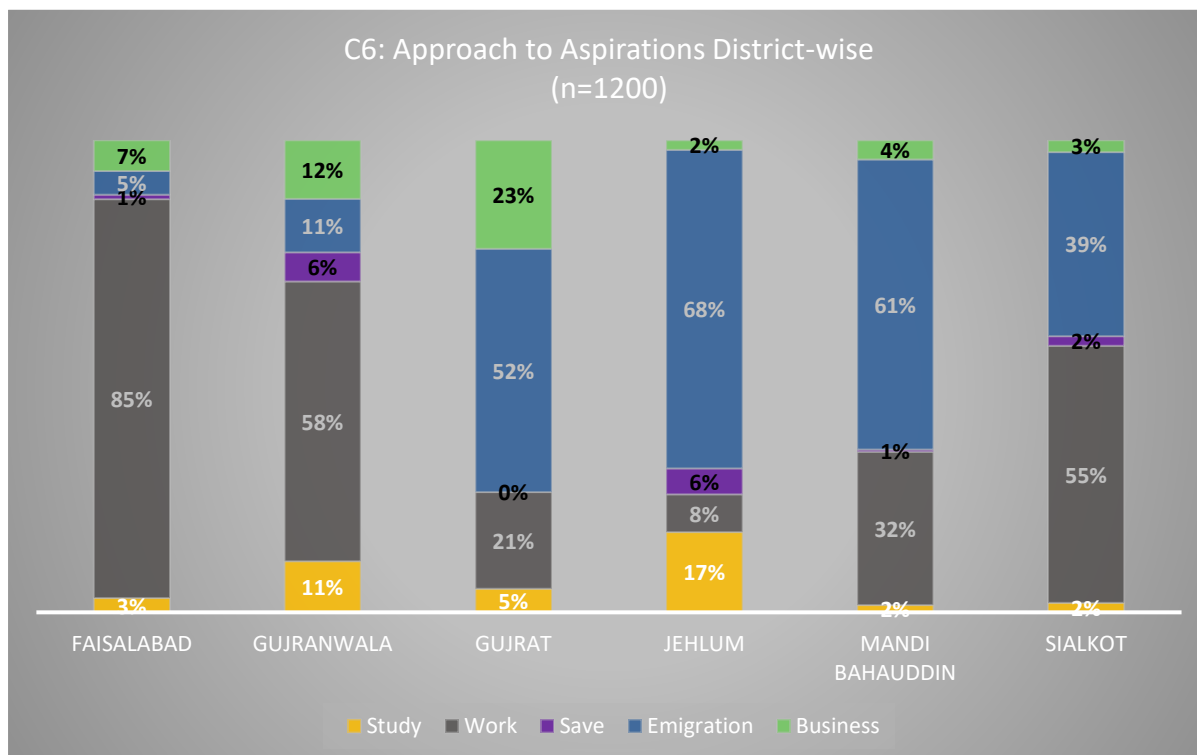


Figure 26 Means to Achieve the Aspirations by District



More than 60% of respondents from the districts of Jhelum and Mandi Bahauddin chose emigration as the means to achieve their aspirations in life. Moreover, when directly asked if the respondents would consider migrating from Pakistan in the near future, an overwhelming majority (96.7%) responded in the affirmative (Figure 29). This finding shows the importance and recognition of emigration in targeted

⁵⁷ ISAPS, "Stakeholder Mapping Report: Awareness Raising and Information Campaigns on the Risks of Irregular Migration in Pakistan," 2021.

communities as a means for achieving their aspirations. District-wise analysis shows that in each district, more than 90% respondents confirmed their interest in migrating from Pakistan, and in Mandi Bahauddin, 100% respondents revealed this interest.

All the respondents (100%) acknowledged the trend for emigration to Europe among youth in their respective communities, and gave multiple reasons for this emigration (Figure 27). This in turn also validated that the survey appropriately targeted the district communities that have strong tendencies to migrate to Europe.

Figure 27 Reasons for Emigration towards Europe among Youth

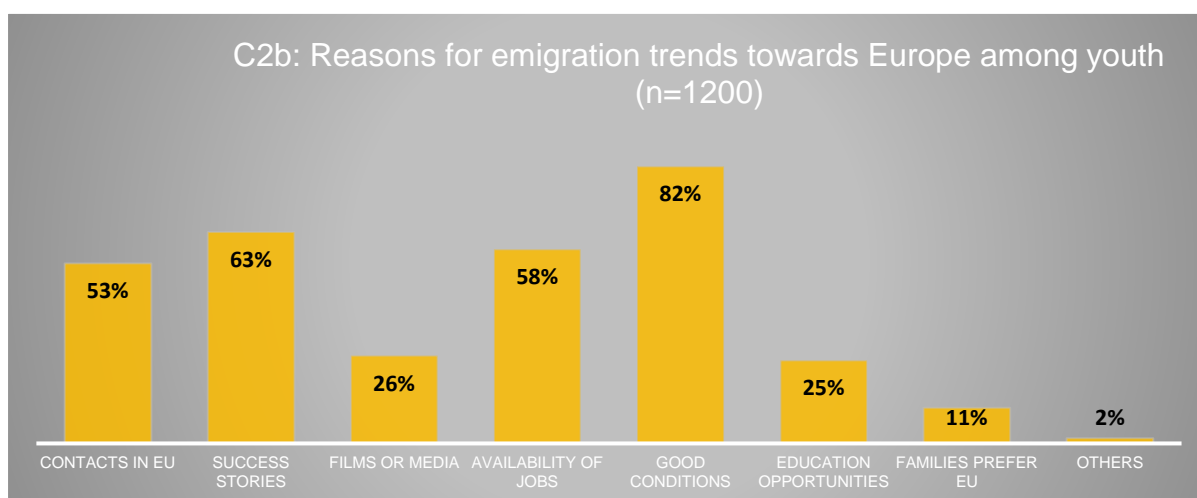
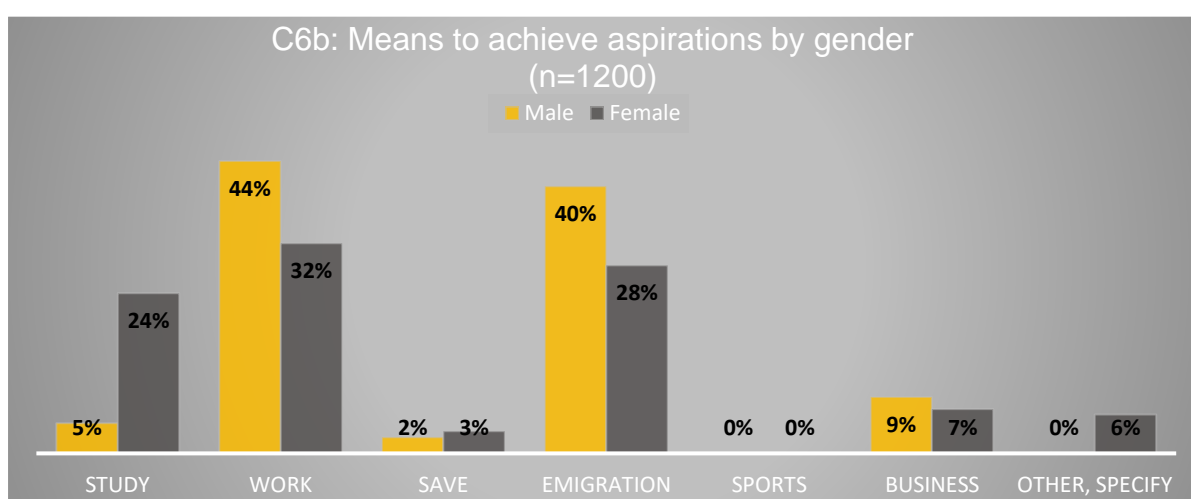


Figure 28 Means to Achieve Aspirations by Gender



Another important aspect of the survey findings was the gender perspective for aspirations, means to achieve them and the tendency for female emigration within the same communities. In terms of aspirations and means to achieve them, it was observed that women showed more interest in education as compared to men in the community; thus, they were more focused on achieving their aspirations through education. Nevertheless, the preference for emigration among women was not as low in the sample, as described in literature. In comparison to 40% of men who identified emigration as the means to achieve their aspirations, 28% of women opted for the same (Figure 28). The tendency to opt for work was also significant for women, highlighting transforming gender roles in the targeted communities.

Respondents were also asked for their own intent to migrate from Pakistan. About 97% of the respondents acknowledged the intent to migrate from Pakistan in the near future. Across districts, Mandi Bahauddin had 100% respondents acknowledging their intent to migrate, and Sialkot respondents had 99.5% response; whereas, the response in other districts ranged from 95% to 97%. The finding validates the sample representativeness for emigration intent. Interestingly the response shows that 98% of the respondents who have migration intent (n=1160) have discussed their plans of migration with their family. This shows that the vast majority those who have plans to migrate have discussed them with family (Figures 29 and Figure 30).

Figure 29 Emigration Intent

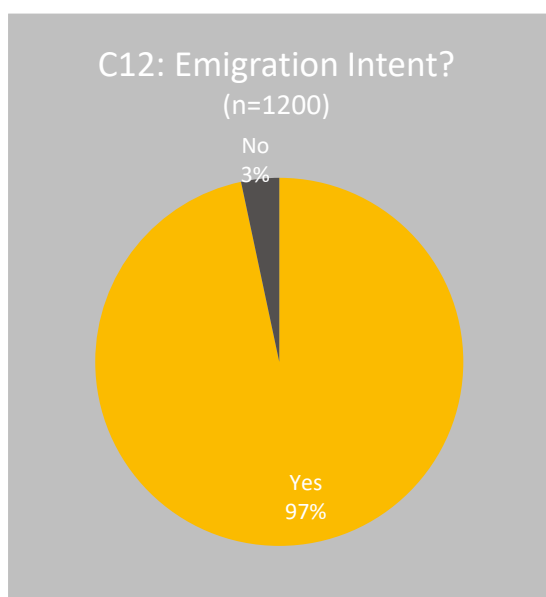
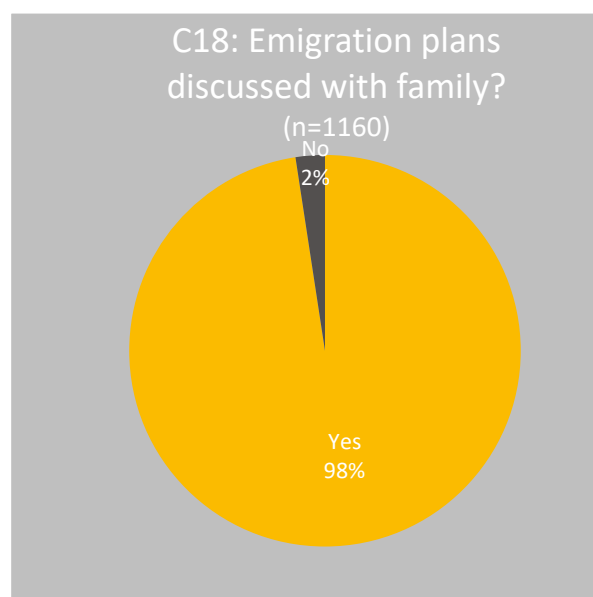


Figure 30 Family Discussion on Emigration Intent



When respondents (who showed interest in emigration, n=1160) were asked about preferred destination for emigration the response depicted that more than 60% of the total respondents chose Europe as preferred destination for emigration. Percentage of other regions given as options of emigration was below 20%, which shows the high preference for emigration to Europe in these districts and particularly with respect to irregular migration tendencies.

Respondents from the district of Jhelum showed the highest level of interest in emigration to Europe or the UK (90.4%). This theme also emerged in the ICMPD Needs Assessment Study conducted in 2019, which shows the high level of interest to migrate to Europe, despite the legal migration flows towards the Gulf.⁵⁸ An interesting element to observe is that about 40% respondents from the same district expressed no interest in irregular migration (under question C24) later in the interview. Hence it may be that the interest is in regular emigration, the respondents are not entirely open about their intent for irregular emigration, or may not understand the difference between regular and irregular pathways. The second and third preferences varied among the districts as per respondent feedback (see Figures 31 and 32, below).

⁵⁸ Dynamic Consulting Services, "Needs Assessment Study: Information Needs of Intending Migrants in Punjab and Khyber Pakhtunkhwa, Pakistan," 2019.

Figure 31 Preferred Destination

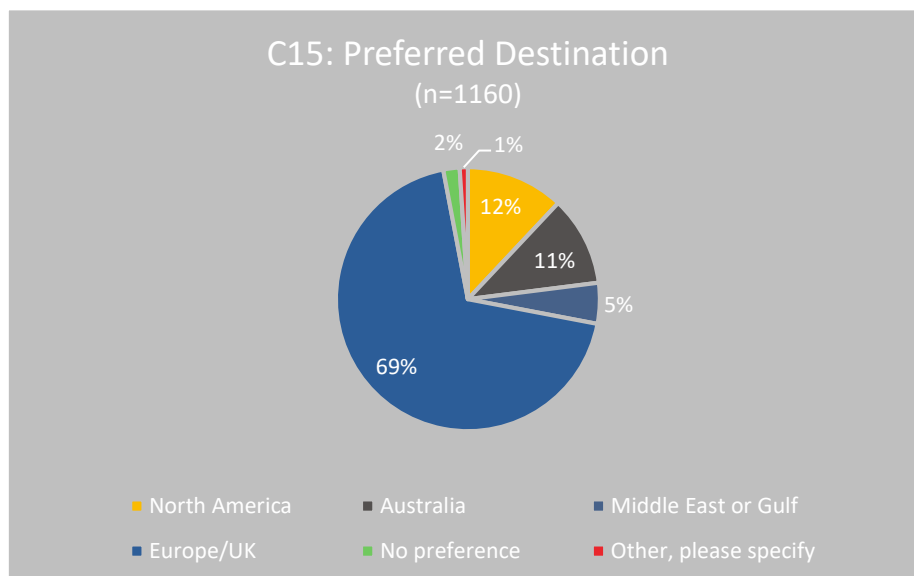
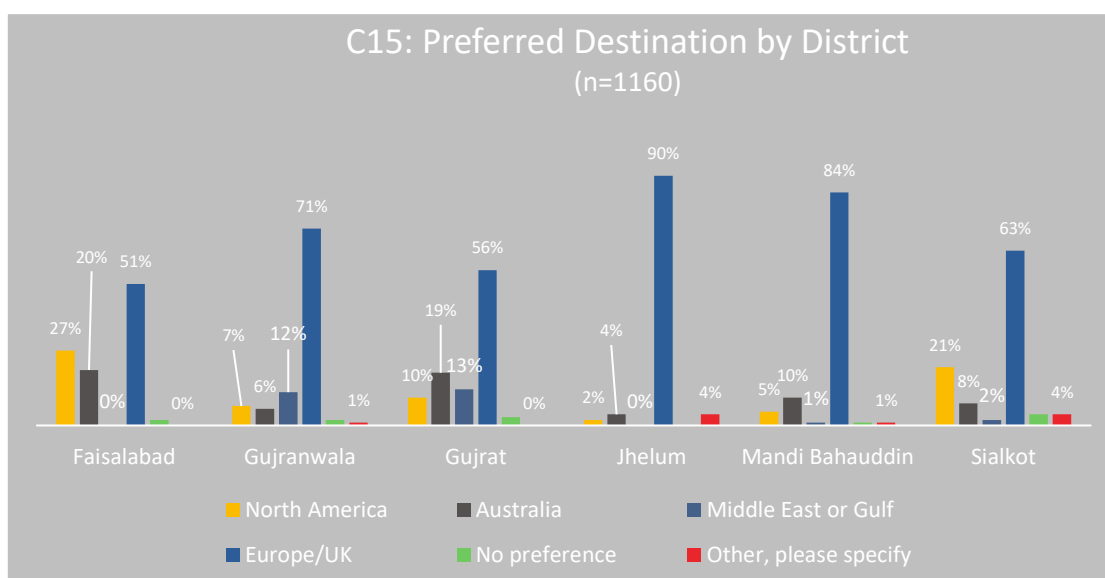
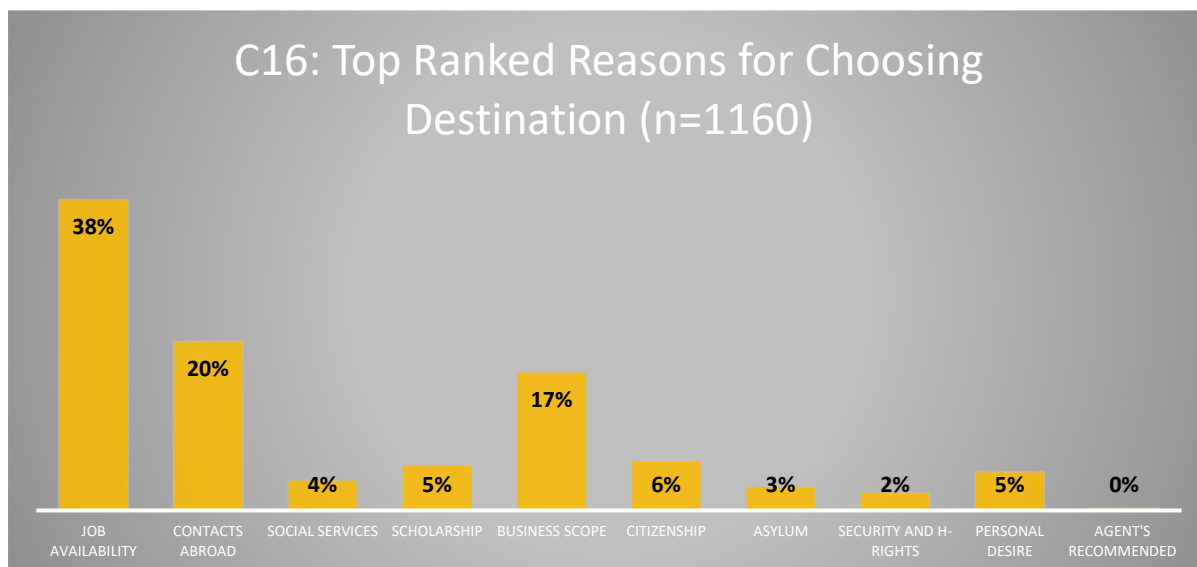


Figure 32 Preferred Destination by District



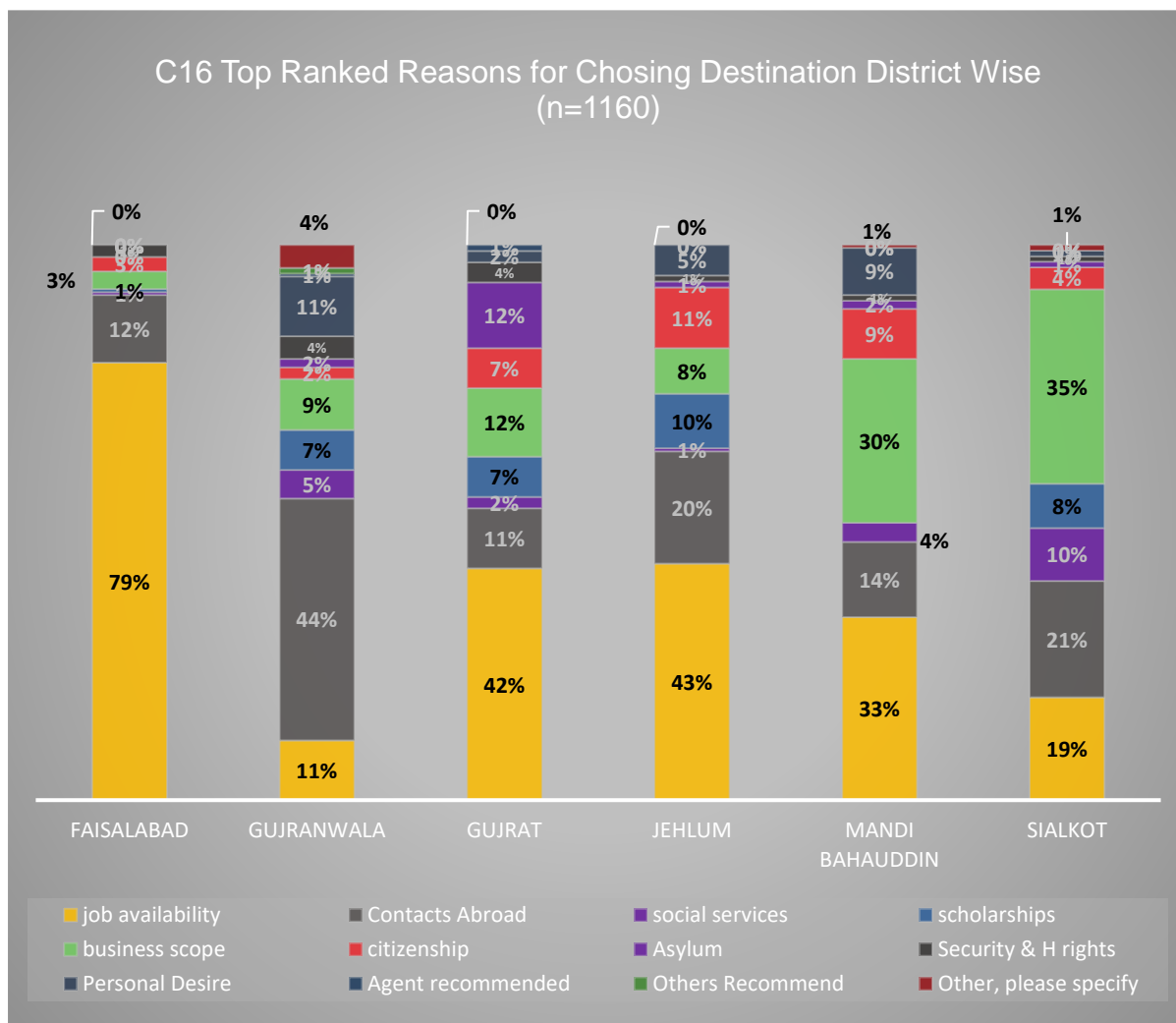
The top ranked reason identified by the respondents for choosing a destination was the perception of job availability. The response is aligned to the major findings of the report, considering that the motivation for steady income opportunities has been a key response in most of the findings. The second most preferred reason was contacts abroad and the third most preferred was pertaining to business opportunities (Figure 33).

Figure 33 Main Reasons for Choosing Destination



District-wise data on preferences highlighted few variances across districts. Job availability in the country of destination remained the top reason for Faisalabad, Gujrat and Jhelum. Mandi Bahauddin ranked job availability first, but closely followed by business opportunities. Gujranwala, on the other hand, ranked first the presence of friends and family contacts in the country, while Sialkot respondents clearly favoured business opportunities as their top criteria (Figure 34).

Figure 34 Top Ranked Reasons for Choosing Destination by District



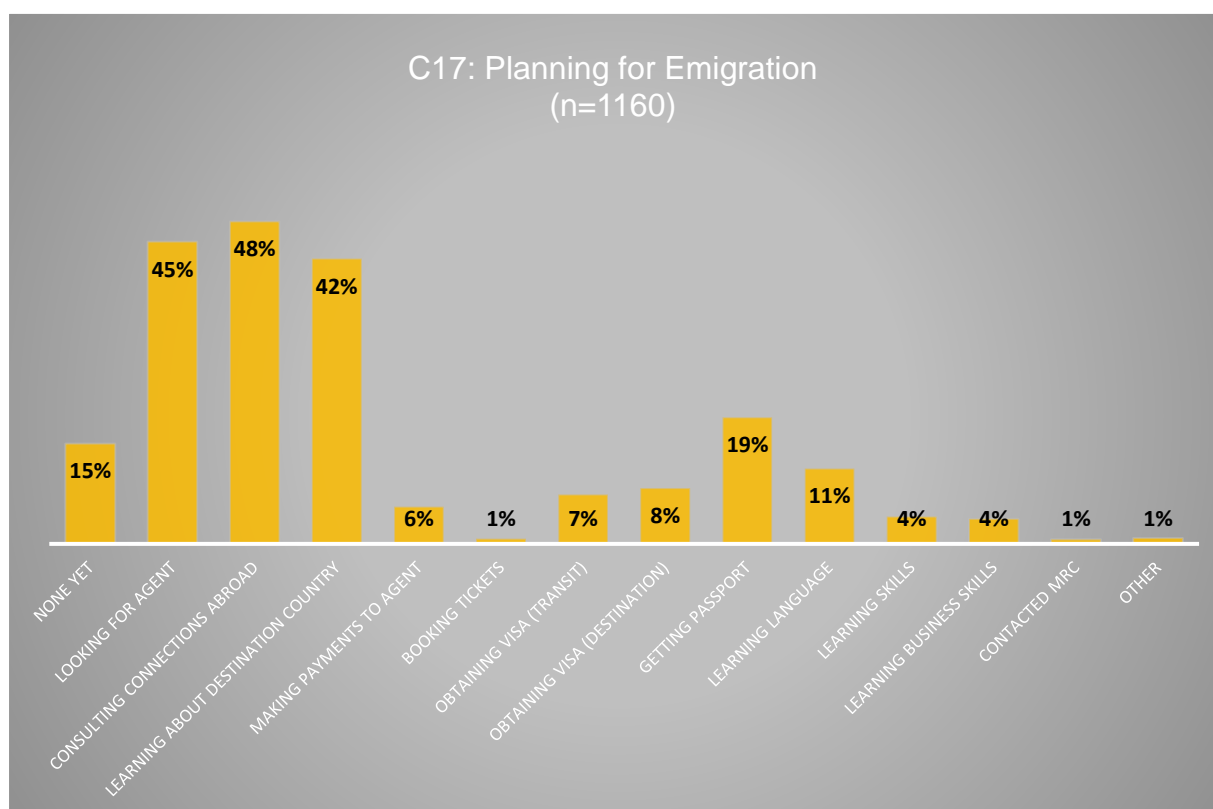
For those respondents who chose Europe/UK as their intended destination (n=802), the top three reasons remained consistent with the overall trend. However, slight variations were observed across districts. In Faisalabad, Gujrat, Jhelum, and Mandi Bahauddin, availability of jobs in Europe/UK was the main pull factor, while in Gujranwala, the presence of contacts in intended destination was cited as the main reason for choosing Europe/UK, and in Sialkot the main reason cited was the ease of getting citizenship. Ease of acquiring citizenship was also rated high in Faisalabad, Jhelum, Gujrat and Mandi Bahauddin, while better security and human rights was mentioned in Faisalabad and Sialkot (Figure 35).

Figure 35 Top Three Pull Factors to Europe

District	Top three pull factors to Europe/UK (n=802)
Faisalabad	Availability of jobs, better security and human rights situation, ease of getting citizenship, availability of business and investment opportunities
Gujrat	Availability of jobs, availability of business and investment opportunities, ease of getting citizenship
Gujranwala	Presence of friends or relatives, availability of business and investment opportunities, availability of jobs
Jhelum	Availability of jobs, ease of getting citizenship, always wanted to go there
Mandi Bahauddin	Availability of jobs, availability of business and investment opportunities, ease of getting citizenship
Sialkot	Ease of getting citizenship, better security and human rights situation, availability of business and investment opportunities

Respondents who expressed interest in migration (n=1160) were asked whether they have plans or have already engaged in preparation to move to another country. Results reveal that the top three responses selected by the respondents were contacting friends or relatives abroad (47.8%), looking for an emigration agent (44.4%) and learning about the destination country (42.3%) (Figure 36).

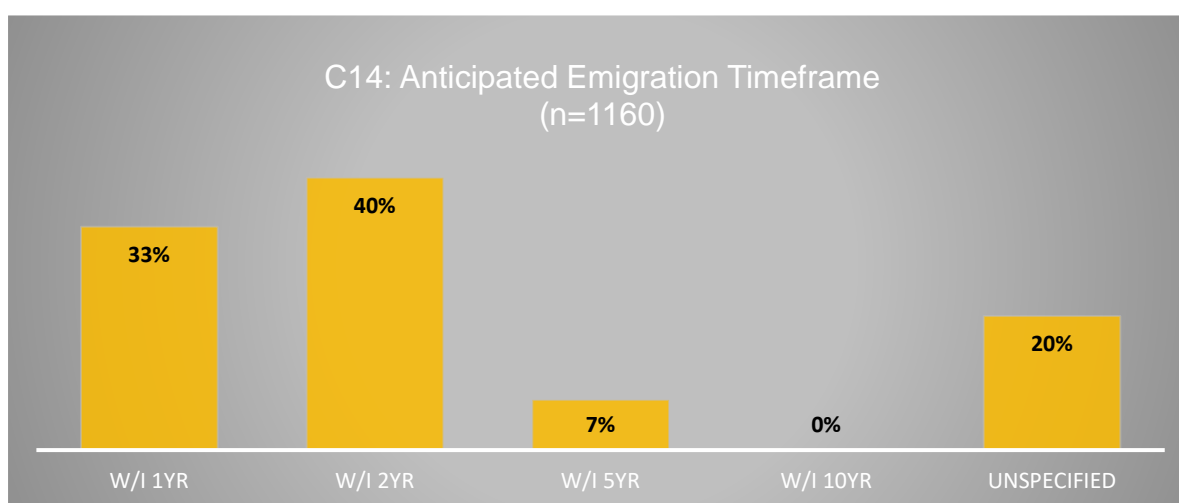
Figure 36 Planning and Preparation for Migration



The findings of the survey also suggested that when making the decision to migrate, people tend to take help from these sources (friends living abroad and emigration agents) and these are considered as reliable information sources. Only 8.2% of total respondents highlighted that they were in the process

of obtaining a visa for the destination country as their preparation to migrate. This finding highlights the potential of resorting to migration agents and smugglers in the absence of visas. It indicates people are relatively less inclined to obtain visas and consider regular migration, especially as most respondents considered to migrate within the next two years, so fairly in the near future (see next paragraph). The intention to move to Europe was highest in district Jhelum, where the majority (40%) had contacted their friends and family abroad as part of their planning to migrate, and 36% were looking for an agent, while only 19% had applied for a passport, and only 3% were in the process of obtaining a visa for the intended destination. These findings are consistent with the overall finding that in the decision to migrate, contacting friends and family abroad may be the first and most common step taken by the potential irregular migrants.

Figure 37 Anticipated Emigration Timeframe

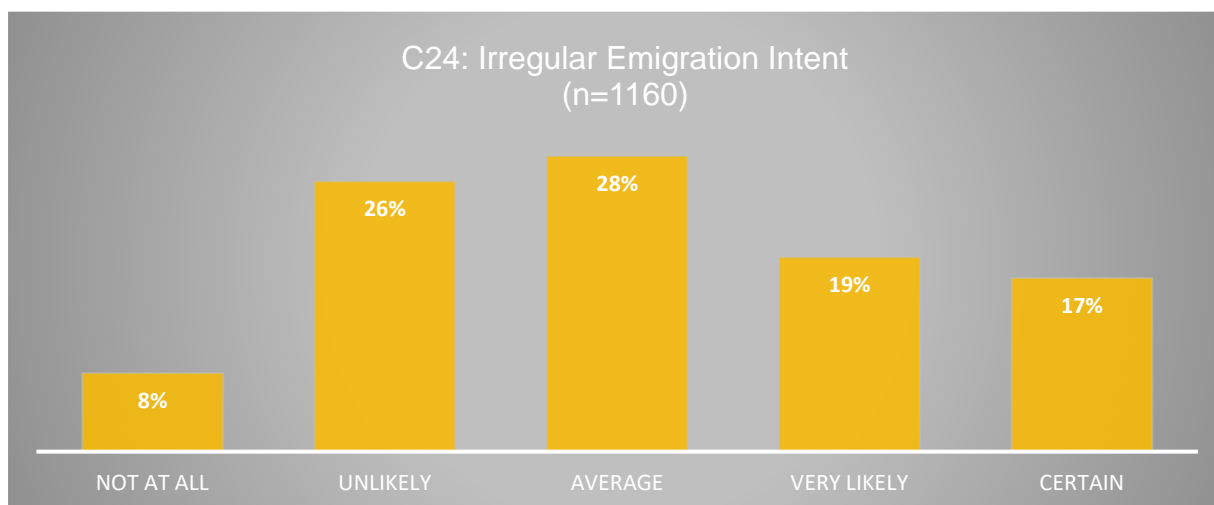


While discussing the intended timeframe for the immigration journey, 40% indicated plan to travel within next two years, and 33% mentioned within the next one year. Interestingly, among those intending to migrate to Europe, the highest response was within the next 1 year (36%), followed by within the next two years (35%). Within the districts, Mandi Bahaiddin had the highest number of respondents reporting an intention to migrate within the next year to Europe.

In the overall sample, the third most preferred response in the survey for the question was unspecified (Figure 37). It was observed among the responses to other questions that waiting until the COVID-19 situation is under control was an important factor in migration decision-making. This may be a determining factor for many responses in unspecified under this question. It also suggests a possible increase in irregular emigration trends in a post-COVID era. The drivers behind this decision may be economic challenges worsening during COVID because of the lack of employment opportunities at home. The finding also indicates that people who express an intention to migrate generally understand those plans as to take place in the near future.

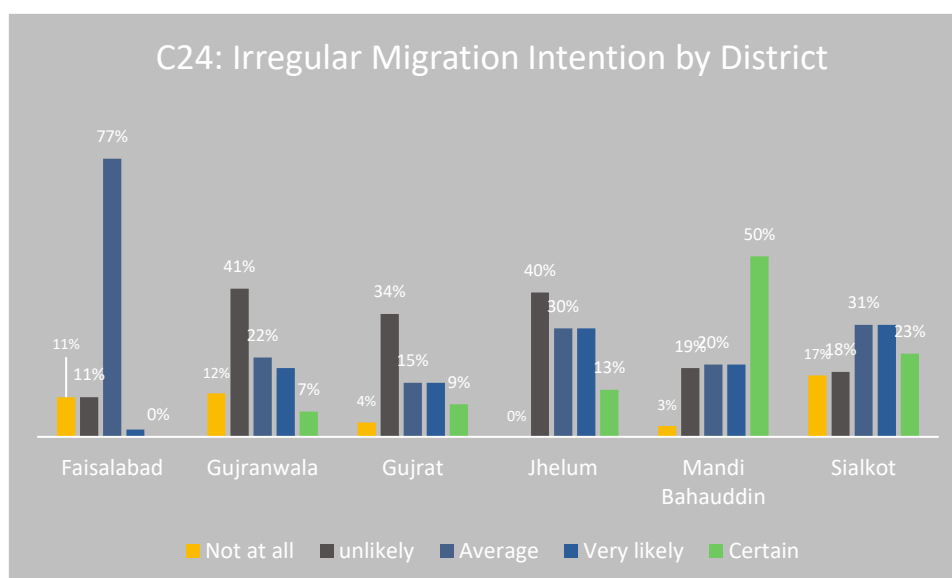
When asked about whether respondents would consider leaving Pakistan through irregular means, a range of responses were received, among which 8% completely denied any such intention, 26% cited it as an unlikely consideration, while 28% chose “average” which when translated in Urdu referred to “maybe someday”, 19% responded very likely and 17% were certain that they would migrate through irregular channels. Overall, this shows that about 64% of the respondents would consider irregular migration as an option to some degree. The selection criteria applied for the sample for this survey may explain the higher percentage of those admitting to considering irregular migration options.

Figure 38 Irregular Migration Intent



However, the above survey results vary greatly from district to district. The strongest intent to migrate irregularly was observed in the districts of Mandi Bahauddin followed by Sialkot, although the latter also has the highest proportion of those reporting no intent to irregularly migrate, as demonstrated in Figure 39 below.

Figure 39 Irregular Migration Intent by District

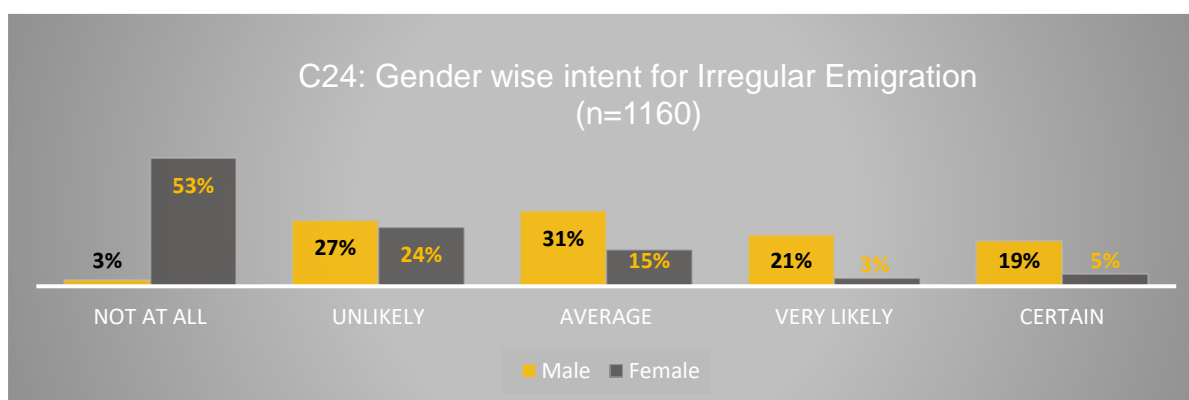


It is important to understand that although field teams were local, they were asking about a sensitive topic regarding which the respondent may or may not opt to disclose the intent. Yet a deeper insight reveals more likelihood of irregular emigration intention. For example, 90% Jhelum district respondents expressed interest in migrating to Europe (C15), yet in terms of preparation (C17) only 18% have applied for a passport, 11% have begun making payment to agents and 34% are looking for agents. In terms of their profile, they also fit to the knowledge acquired regarding demographic characteristics: about 55% are less than secondary school graduates, have no vocational training and 87% have an income equivalent of less than EUR155 per month. It remains pertinent to question how these 90%

interested, many of whom have already discussed their plans with their family, are planning to reach Europe. It is also important to consider that not even women in Jhelum have not ruled out the possibility of irregular emigration, though termed it very unlikely.

Interestingly, in Faisalabad, the percentage of respondents claiming certainty about their irregular migration plan was zero, however, a significant majority (77%) admitted an average intention to do so in the future. The lowest consideration for irregular migration among the six districts was observed in Gujranwala.

Figure 40 Irregular Migration Intent by Gender



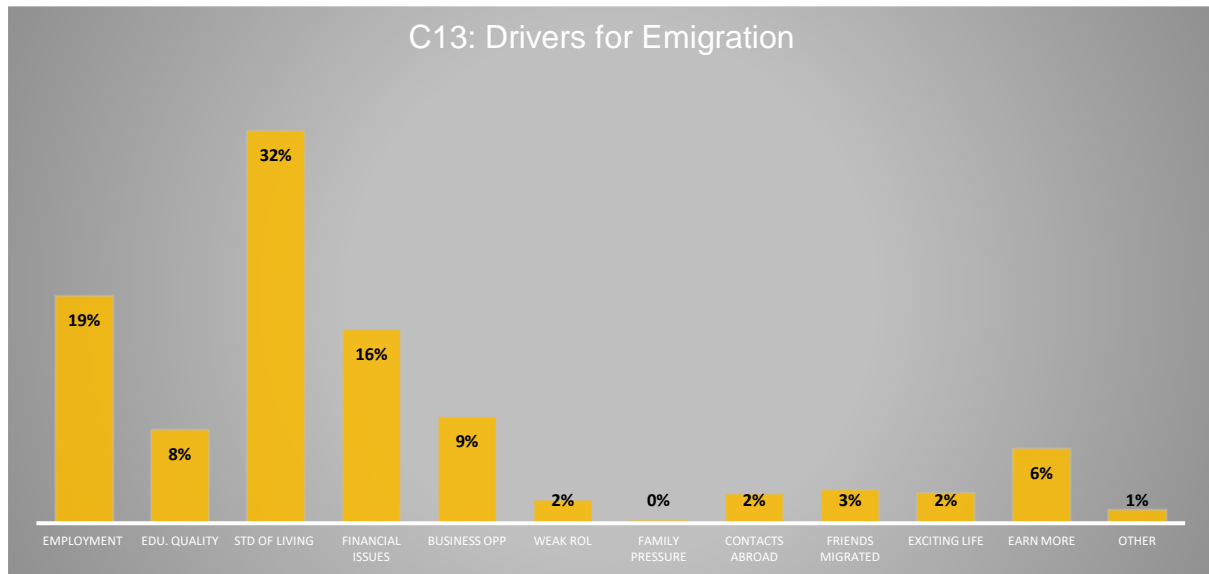
The gender perspective was further explored in terms of intent to migrate irregularly. Still a majority of women respondents (53%) rejected the possibility, and an additional 24% found it very unlikely. 15% were of average opinion about it while 3% expressed it as a very likely option, and 5% were certain to adopt this approach. These figures are comparatively very low when compared to men.

5.2 Factors Driving Irregular Emigration

While discussing reasons for emigrating from Pakistan, the respondents identified economic factors to be major push factor for the decision, with a low standard of living rated the highest (32%), followed by lack of employment (19%) and financial issues and debt (16%) as core drivers of migration. Lack of business opportunities (9%), and poor educational facilities (8%) were also highlighted as push factors for migration. (Figure 41).

In terms of drivers of migration, respondents were asked to rank their top three push factors. Interestingly, in the second ranking as well, economic factors prevailed with lack of business opportunities being the top factor identified (20%), followed by poor standard of living (16%) and financial issues and debt (15%) (Figure 42). Similarly, at the third ranking as well, lack of business opportunities topped the list (18%), followed by desire to earn more by migrating (14%), and poor standard of living (13%). From the above analysis, it is obvious that economic aspects are the prevailing push factors for the majority. While the low standard of living can be interpreted in terms of social and political dimensions as well, the root of a poor living standard is often perceived in terms of having lower possibilities of improving the quality of life. Understanding that standard of living can be accredited to lack of availability of resources, the more likely interpretation is lack of access to good quality services due to lack of economic resources.

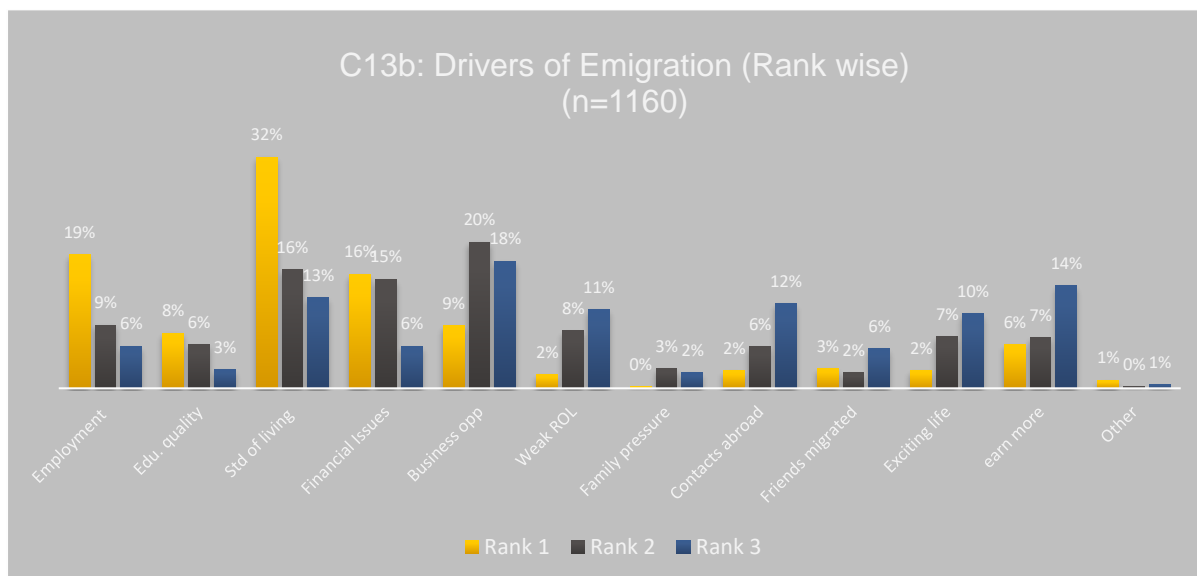
Figure 41 Drivers of Migration Intent



Moreover, the high ranking of lack of business opportunities in all three rankings shows that people are quite inclined towards entrepreneurship, however, they either do not find the means to do so, or they find the business environment not conducive in Pakistan. A reflection of the same could be triangulated from the responses regarding the reasons for choosing a destination discussed above (in section 5.1) where the job availability and business opportunities abroad were among the key factors for selection of destination countries for emigration. Moreover, this also aligns with the findings of the ICMPD Needs Assessment study carried out in 2019 with potential irregular migrants that showed that 65% of the 1,424 potential irregular migrants' main aspiration for migration was to improve the living standard of their family.⁵⁹ In the PARIM survey, while low quality of education was cited as a push factor by 8% of respondents in the first ranking, it did not emerge as one of the top most reasons for migrating for the respondents, as compared to its prevalence in literature on the topic. Areas pertaining to education and family pressure remained stably represented but friends and family presence abroad and peer pressure were more visible in third tier of ranking.

⁵⁹ Dynamic Consulting Services, "Needs Assessment Study: Information Needs of Intending Migrants in Punjab and Khyber Pakhtunkhwa, Pakistan," 2019.

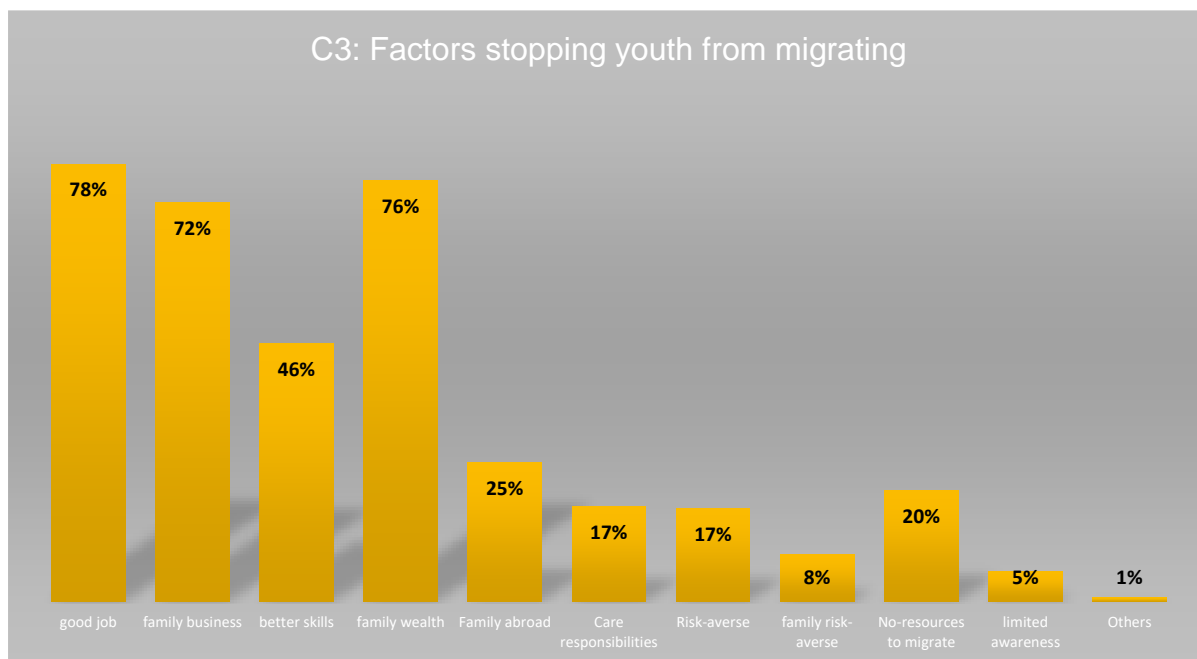
Figure 42 Drivers of Migration by Rank



Comparing the drivers of migration with the reasons why some youth in the community prefer not to migrate allows a better understanding of the factors that contribute to the migration decision (Figure 43). The responses to the question why some youth do not migrate gives an assessment of the factors that respondents consider worth staying in the country for. Not surprisingly, the top three factors emerging from this question also relate to economic aspects. It was widely perceived by the respondents that those who have a good job (78%), family wealth (76%), and family business (72%) are more likely to stay. These factors reflect economic stability in the views of respondents. This is in line with most of the literature on the topic, which identify economic aspects as major driver for irregular emigration from Pakistan, including the PARIM background report, the stakeholder mapping report, and the ICMPD Needs Assessment Study.⁶⁰ The finding applies similarly to all selected districts for the current survey as well.

⁶⁰ Sarfraz Khan, "The Impact of Migration on Education and Health (A Case Study of Karrianwala Village, District Gujrat, Pakistan)" (Islamabad, 2017).

Figure 43 Why Some Youth Do Not Migrate



District-wise analysis shows that low standard of living was ranked the highest in all six districts as the main push factor. While in all other districts, economic factors (lack of business opportunities, the probability of earning more through migration) remained the top choices, in Gujranwala having friends and family abroad, and in Sialkot a poor law and order situation were cited as among the top three drivers of migration (Figure 44).

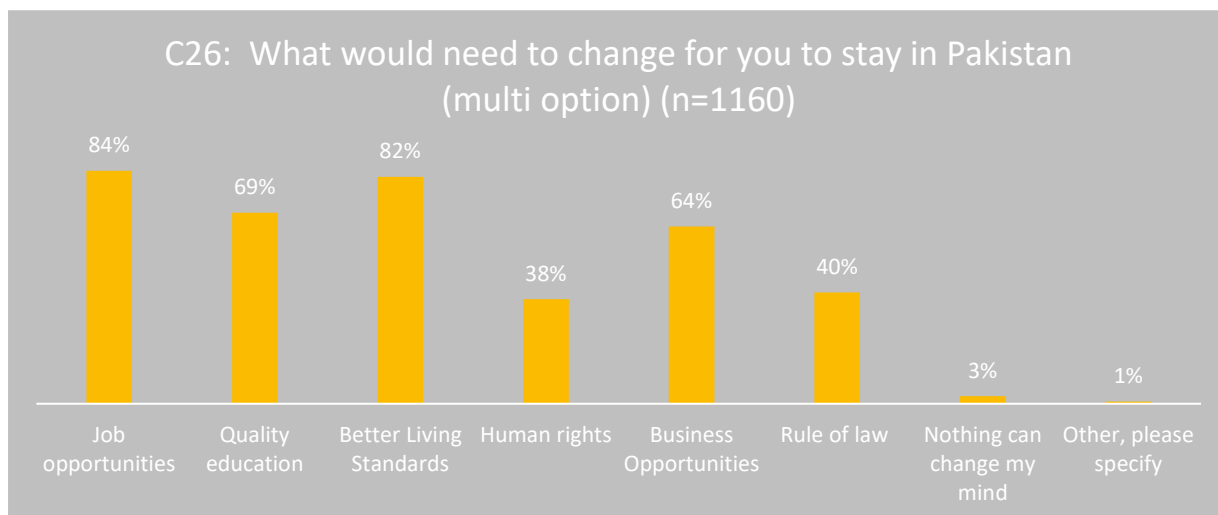
Figure 44 Top Push Factors by District

District	Top 3 Push Factors
Faisalabad	Poor standard of living, potential to earn more by migration, poor business opportunities in Pakistan
Gujrat	Poor business opportunities in Pakistan, poor standard of living, unable to find employment
Gujranwala	Poor standard of living, have friends and family abroad, potential to earn more by migration
Jhelum	Poor standard of living, financial problems and debt, potential to earn more by migration
Mandi Bahauddin	Unable to find employment, standard of living is not good, poor business opportunities in Pakistan
Sialkot	Poor standard of living, poor business opportunities in Pakistan, weak rule of law and security situation

Results were largely consistent when drivers of migration were compared with the factors that would change a potential migrants' intention to migrate. Availability of job opportunities topped the list with 84% responses, followed by a better standard of living (82%). Interestingly, improved quality of education emerged as the third top factor that may convince respondents to stay in Pakistan (69%). This is surprising as education was not one of the top ranked response in drivers of migration (only 8%

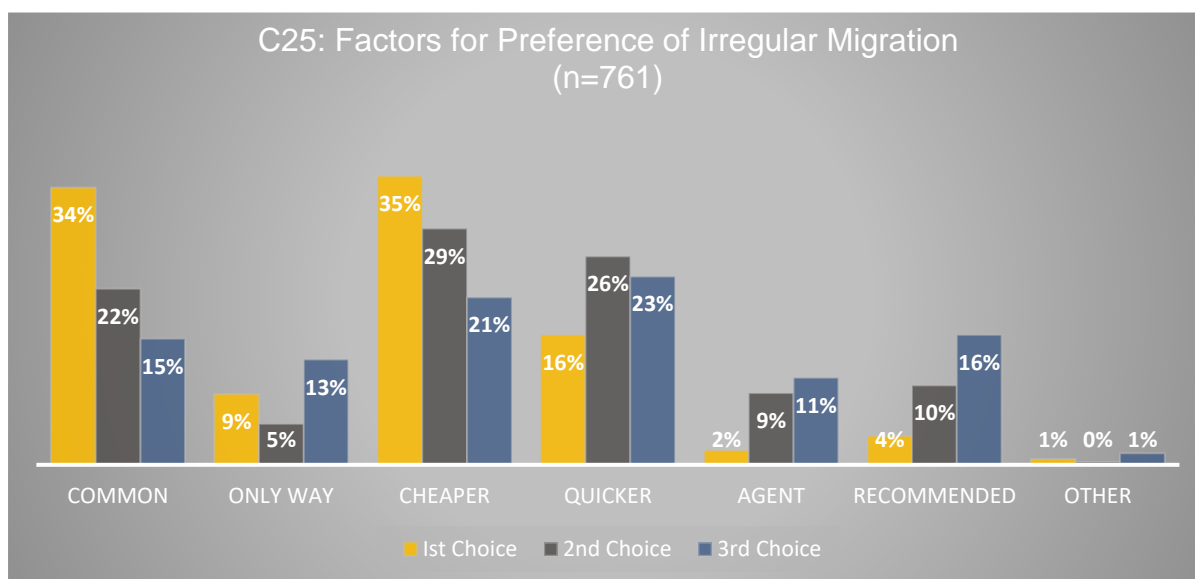
cited it as the main driver of migration). Of those who showed an intention to migrate, about 3% responded that nothing could change their mind about their decision to migrate from Pakistan.

Figure 45 What would Need to Change for Migrant to Stay in Pakistan



Among the respondents who expressed interest to migrate through irregular means (761 respondents), they were asked about their primary, secondary and tertiary reasons for choosing irregular options to migrate (Figure 46). Respondents ranked the perceived lower cost as the prime factor responsible for choosing irregular migration. It highlights the perception that irregular migration is considered cheaper than regular options of migration. The second most common factor is the perception that it is a common acceptable practice. Even in second cohort of ranks this appeared prominent, as did the perception of irregular emigration being quicker. These areas might be noteworthy in terms of content for communication strategy. Results are further highlighted in the figure below.

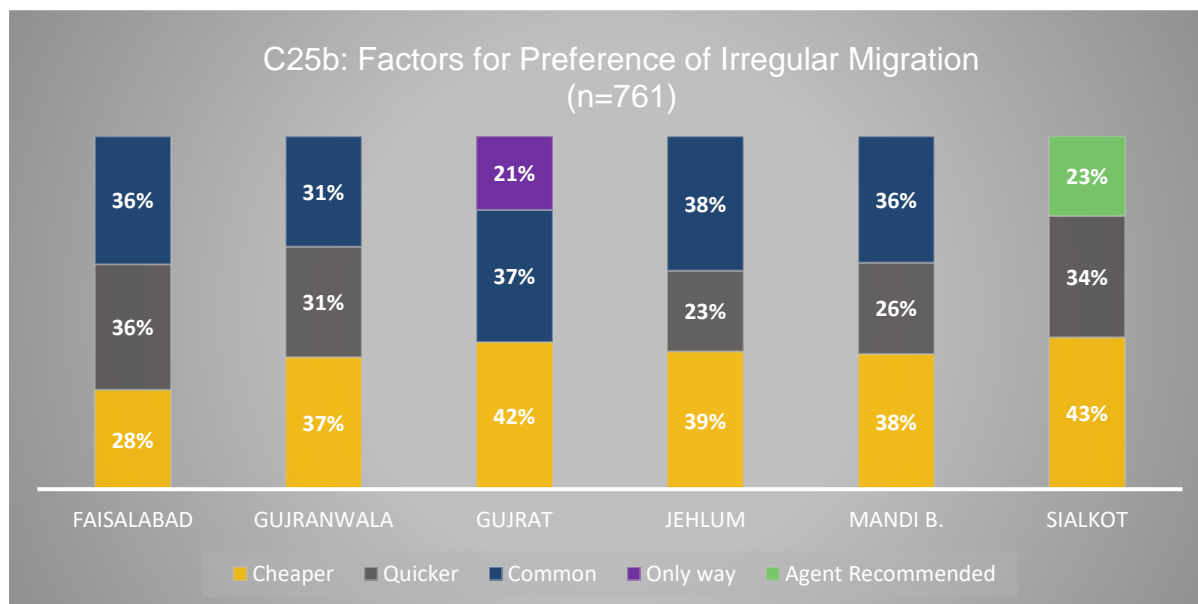
Figure 46 Factors for Considering Irregular Migration



The three major ranked considerations highlighted the perception of irregular migration as being common, cheaper and quicker. These emerged as top three ranked considerations in all districts except

Sialkot, where the third place was that irregular means of migration was recommended by an agent, showing also the high influence of agents in this district.

Figure 47 Factors for Preference of Irregular Migration by District⁶¹

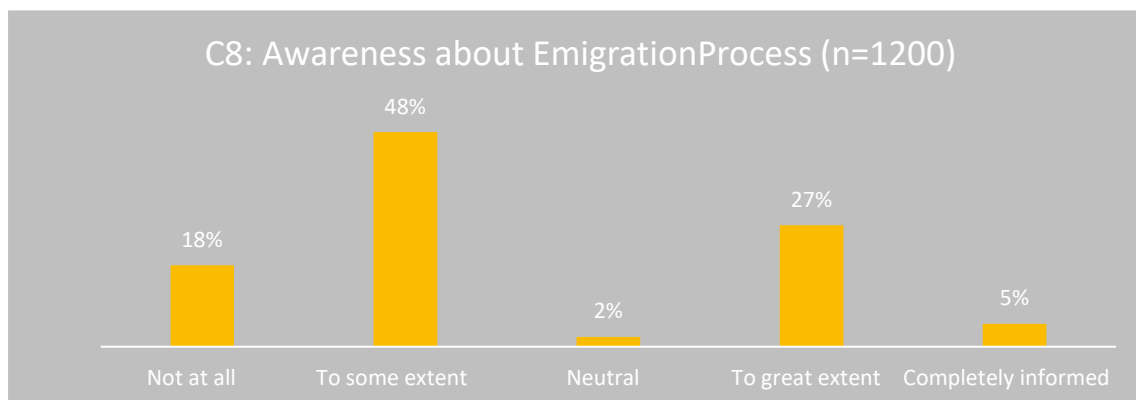


5.3 Knowledge and Awareness on Irregular Migration

When the respondents were asked to rate their knowledge about migration, the self-assessed level of awareness about the migration process was found to be limited. The majority (48%) responded to having knowledge to some extent and 27% said they are informed to great extent. Only 5% responded that they felt completely informed about the process of migration, while 18% shared they were not at all informed. In reference to the discussion in sections 5.1 and 5.2, these respondents have expressed a keen interest in emigrating, most of them planning a journey in two years and having already discussed plans with their family – yet their self-assessment on the level of information they hold about migration is not complete or sufficient. This may indicate the dependence of the respondents on the information providers (migration agents) or tendency to make decisions with limited information (Figure 48). It may also imply a lack of understanding of official legal emigration processes (and related bureaucratic steps), rather than their own individual (potential irregular) journey.

⁶¹ The table reflects only the top three choices from each districts. For the purpose of deeper analysis of the top options, other options were ignored and the percentages have been calculated only in accordance to responses received on the top three categories and not as a whole.

Figure 48 Awareness about Emigration Process



The knowledge about the risks pertaining to irregular emigration was slightly higher than the understanding about the emigration process itself. About 57% responded being informed about the risks related to irregular migration to some extent, 36% responded being aware of the risks to great extent, and 6% mentioned being completely informed. Only 1% responded that they had no awareness about the risks related to irregular migration. In a multi-response question, respondents were asked to mention the risks they were aware of related to irregular migration. A significant proportion reported awareness of extreme risks: 74% cited violence during the journey, 71% mentioned lack of food, and 70% noted death as the main risks experienced during an irregular migration journey. Imprisonment was also cited by 62% respondents. In the stakeholder mapping report, stakeholders mentioned that risk of death was important information that should be provided to potential irregular migrants, including via a communication campaign. However, results from the survey show that many irregular migrants may already be aware of such risks. This highlights that, despite the awareness about such dangers, respondents may still consider choosing an irregular migration journey (Figures 49 and 50) (further discussed in section 5.4 on risk behaviour).

Figure 49 Level of Risk Awareness on Irregular Migration

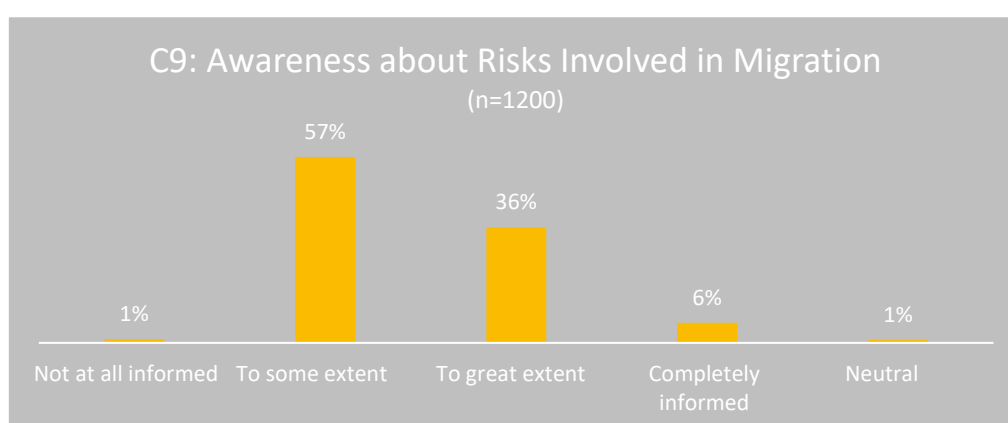
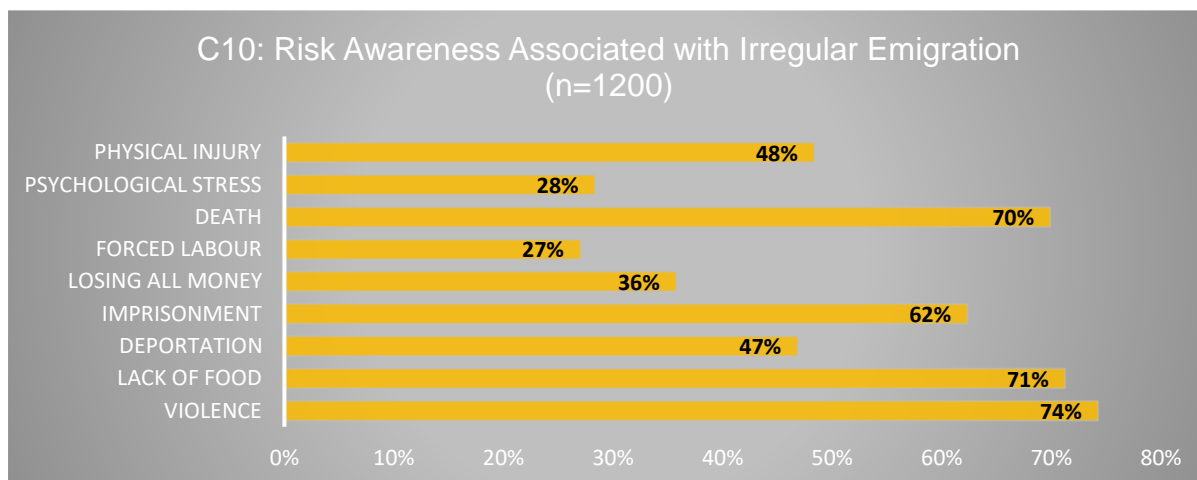
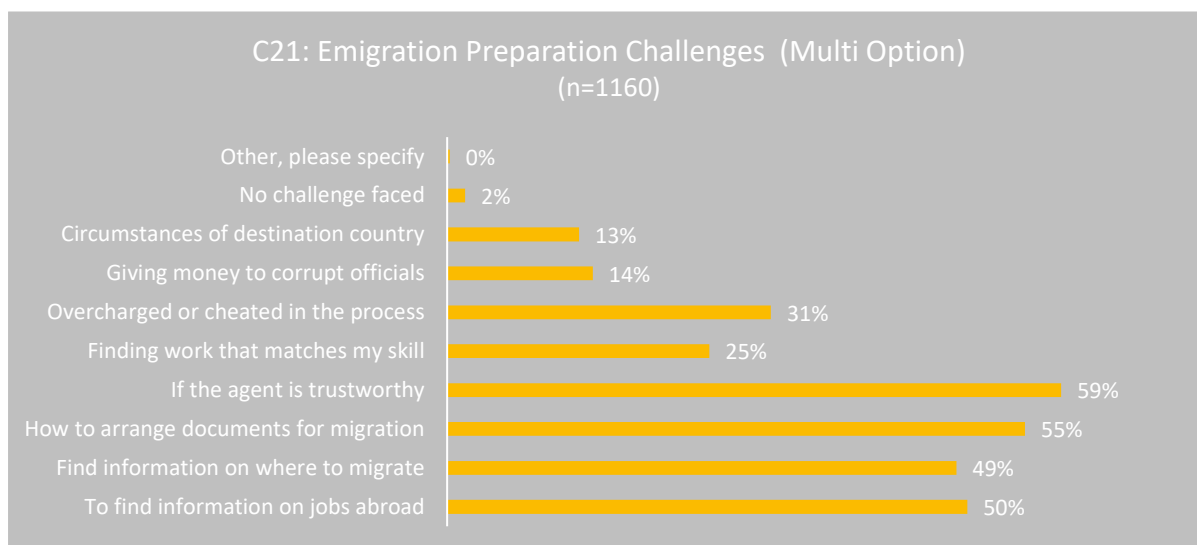


Figure 50 Nature of Risks in Irregular Migration



Respondents who considered migrating in the near future (n=1160), were asked about the challenges they foresee in their migration planning. The majority of respondents mentioned difficulty in finding a trustworthy agent (58%) and in managing their documents (55%). This shows the high reliance on agents in these areas for migration journeys, and particularly in terms of preparing relevant paperwork, as well as lack of transparency in terms of documentation required of migrants, especially for legal emigration processes. Agents are often the intermediaries who arrange the documents (whether original or forged) for the potential migrants. Without an agent, potential migrants may consider it complicated to know what documents they need and how to obtain them. As mentioned in the Background Report, registered agents and smugglers often use similar tactics to reach potential migrants, especially in rural areas. Because they operate in a similar manner, potential migrants may find it difficult to distinguish between the two.

Figure 51 Emigration Preparation Challenges

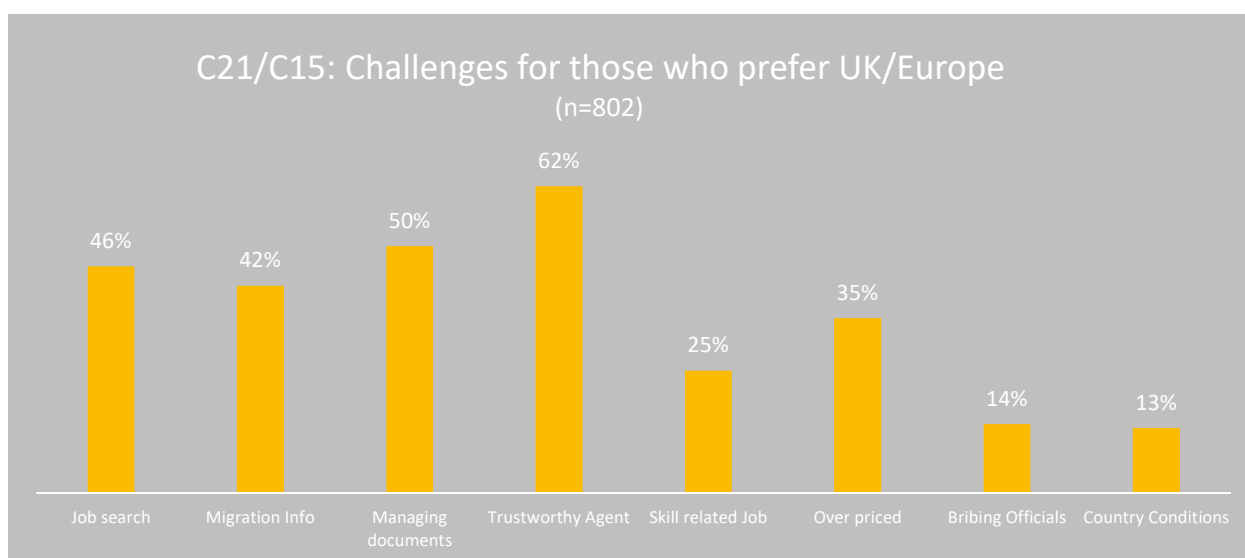


Besides finding an agent and difficulties in managing documents, more than half the respondents also expressed concern about finding employment abroad once they have reached their destination. This reiterates the economic focus of the emigration intent. Moreover, destination choice to some extent influences the degree of challenges considered. Survey respondents who expressed an intention to

migrate to the UK/Europe tended to express less concern with the job search than those who expressed an interest in Australia or North America. This highlights the perception about more work opportunities in Europe and, since jobs were identified as major push factor earlier in the analysis, it provides a rational for preference to Europe/UK.

The difficulties foreseen specifically by those intending to migrate to Europe echo the findings of the overall sample with finding an agent seen as the top challenge (62%), followed by difficulty in managing documents (50%), and finding information on job opportunities in Europe (46%).

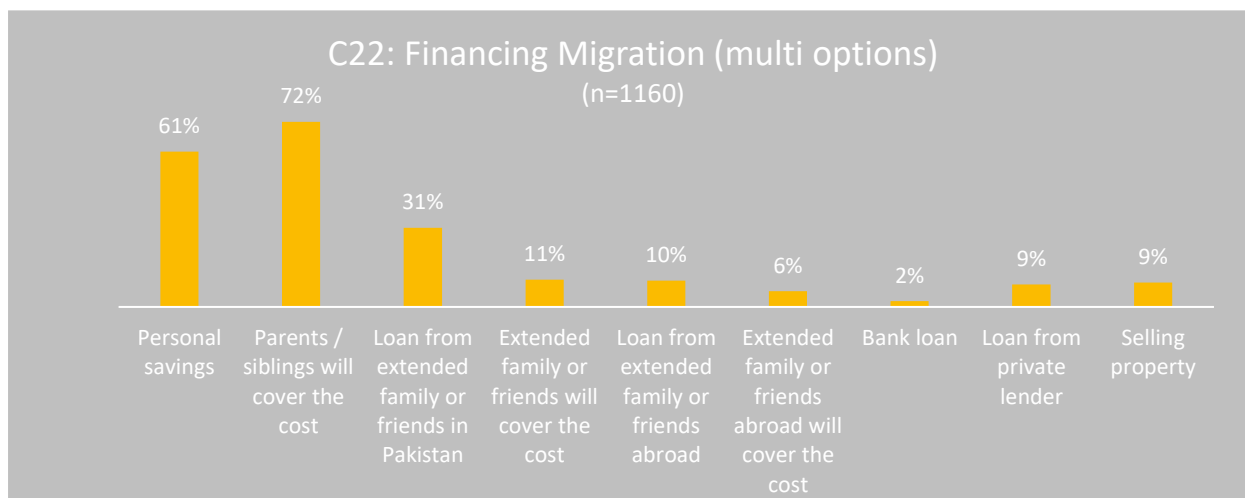
Figure 52 Emigration Preparation Challenges for Europe



When the respondents were asked about potential means to finance their emigration journey, most of them responded that their parents and/or siblings will cover the cost (72%) (Figure 53). The findings of the stakeholder mapping report also indicated the high influence of parents and family in decision-making regarding emigration, especially in terms of arranging finances for migration, hence approving the journey. Such involvement in the migration process reemphasises the need for engaging family members of potential irregular migrants in an information campaign. As per the background report, low-income level households in particular support and influence the potential migrant to migrate for additional family income, based on which they can have better living standards at home. Similarly, in previous studies, such as those conducted by IOM and ICMPD's Needs Assessment Study, friends and family in the destination country were found to be very helpful in terms of providing financial support to potential migrants.

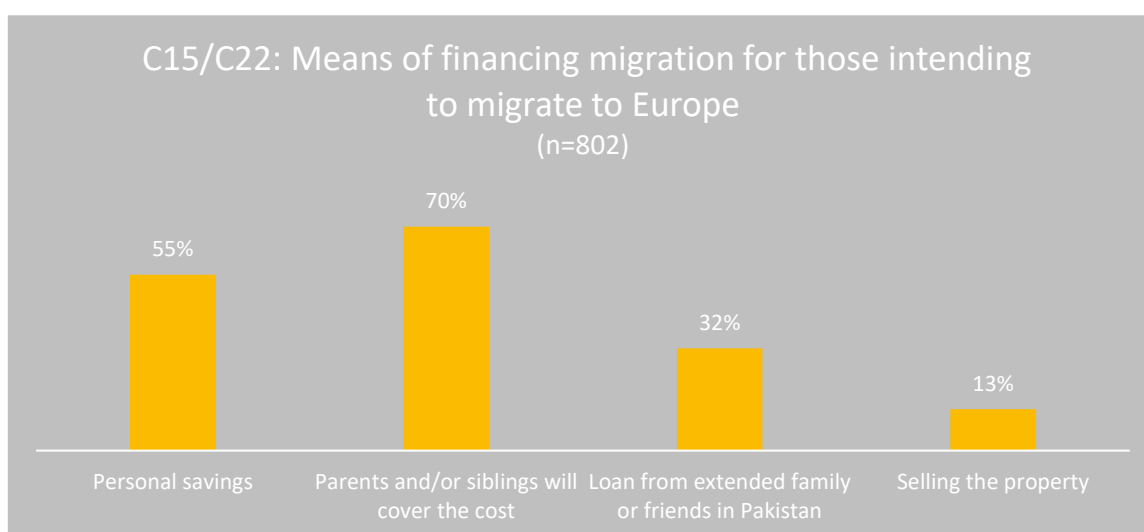
Moreover, personal savings were cited as the second most common means of financing migration, mentioned by 61% respondents, while obtaining loans from family or relatives was cited by 31% respondents. Loans or financial assistance from social contacts abroad was less common than loan or financial assistance from social contacts in Pakistan. However, considering that this was a multiple option question, respondents may have (or plan to) collect finances for migration through multiple means.

Figure 53 Source of Migration Financing



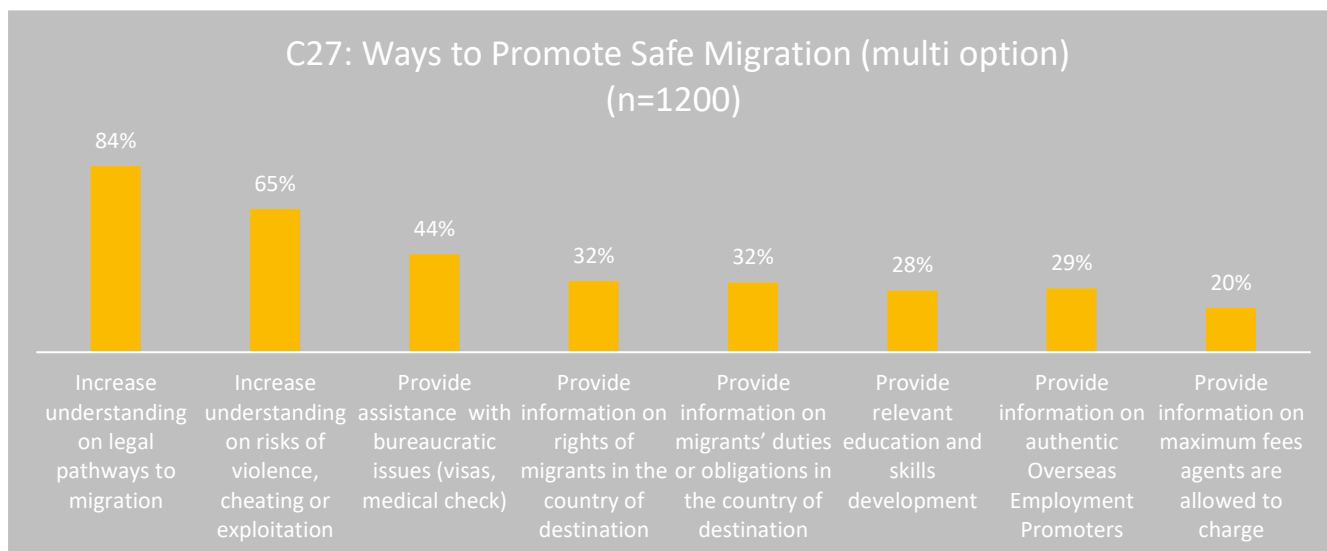
Among those who intend to migrate to Europe/UK (n=802), the top four choices are given in figure 54 below. While the top three choices mirror the results of the overall sample, selling property was a more common means of financing migration journeys to Europe/UK than for any other destination.

Figure 54 Means of Financing Migration for Europe



When the respondents were asked how emigration can be made safer for youth, the top two responses related to the need for better understanding of the legal pathways to migration (84%), followed by the need for increased awareness on migration risks (65%). Following awareness on risks, respondents also highly cited the need for assistance with bureaucratic procedures such as visa application, medical checks etc. This reflects the intransparent and cumbersome regular migration processes, suggesting also policy measures to make these steps easier for migrants. Results are further highlighted in Figure 55 below.

Figure 55 Ways to Promote Safe Migration



5.4 Risk Behaviour, Information and Confidence

The PARIM Background Report highlighted the significance of risk seeking behaviour in the context of decision making on irregular emigration, as it has emerged in the literature. Recent literature shows higher risk tolerance among potential migrants (i.e. acceptance towards risky behaviour), partially attributable to higher self-confidence. A study by Optimity Advisors/Seefar highlights in the same vein that potential migrants exhibit the highest levels of confidence towards the ability to migrate, despite low education levels and limited access to information.⁶² The findings of this survey confirm this research.

Of those considering to migrate irregularly (including those who showed an average consideration, very likely, and certain (n=761)), 6% responded with confidence that they have complete information about the risks involved in migration, while the majority (58%) mentioned having information to some extent (Figure 56). About 47% of the respondents who are certain about migrating irregularly stated that they are aware of the risks of irregular migration to some extent (Figure 57). This shows that potential irregular migrants may still lack important information about the nature and kind of risks experienced during the journey. Regardless of this limitation in their knowledge, they still decide to migrate irregularly. This reiterates the finding of the background report that while potential migrants have a general awareness about the risks of irregular migration (discussed also in previous section), the lack of complete information limits their potential to be ready for all the dangers they may experience during the journey, restricting their capacity to prepare for them.

⁶² Seefar, "3E Impact. Ethical, Engaged & Effective. Running Communications on Irregular Emigration from Kos to Kandahar,"

Figure 56 Intention to Migrate Irregularly by Risk Awareness Level

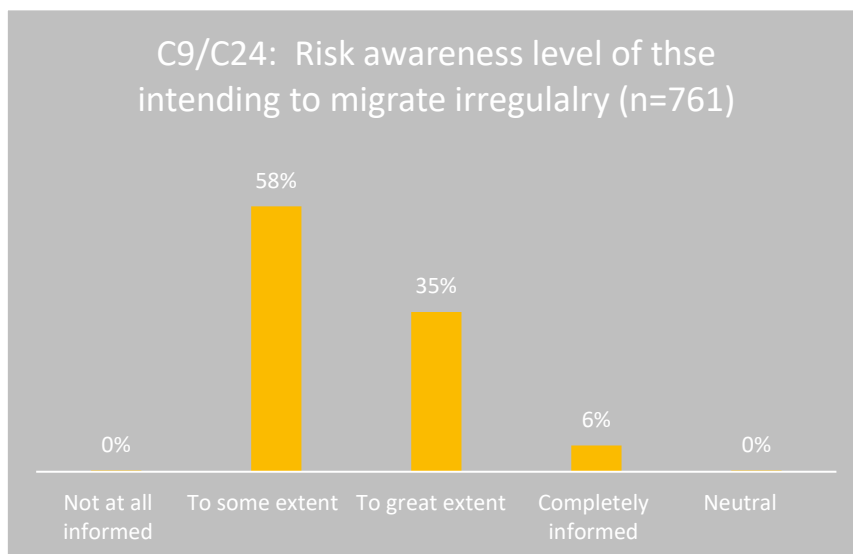
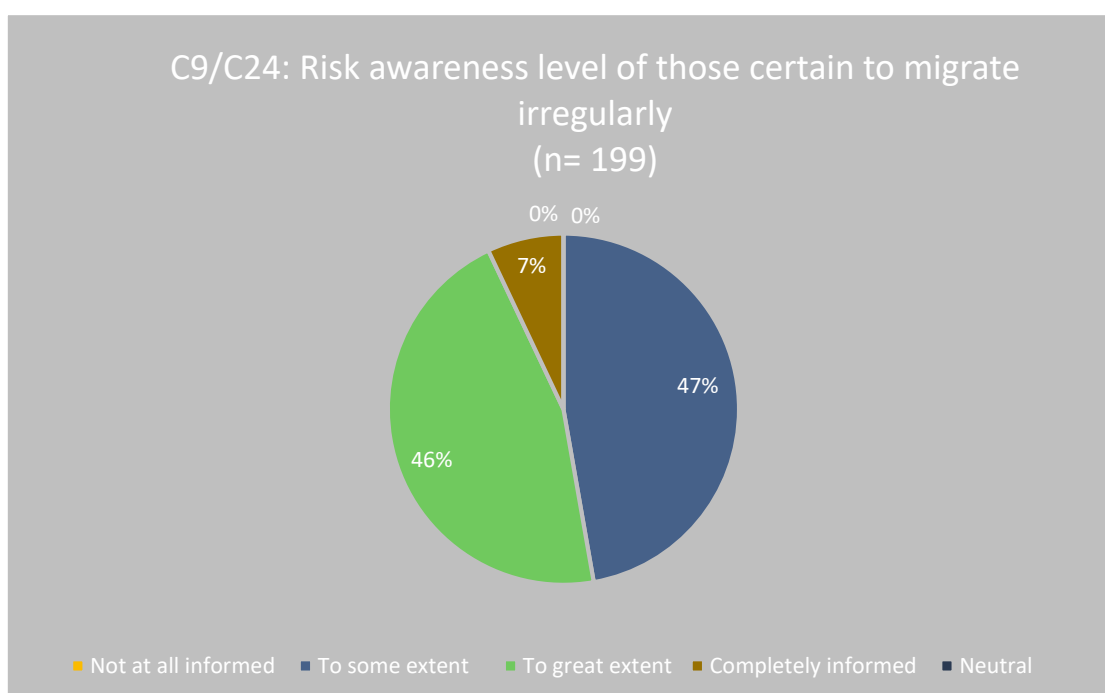
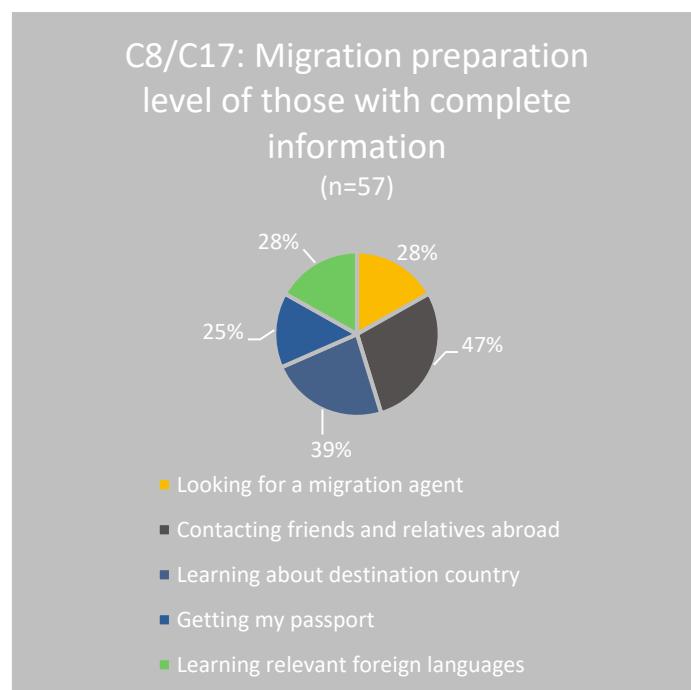


Figure 57 Risk Awareness Level of those Certain to Migrate Irregularly



In the same vein, of those who claim to have complete information about the migration process (n=57), the majority (47%) were preparing by contacting their social network abroad, followed by those who were gathering information about the destination country (39%). About 25% of those confident about their knowledge about the migration process were in the process of acquiring their passports.

Figure 58 Preparation Level of those Reporting Complete Information about the Migration Process



When comparing the awareness of risks of irregular migration with the self-assessment of potential migrants' awareness level, of those who claim to have complete information (n=73), 81% cite risk of death, 71% violence, and 70% imprisonment as the top risks. Comparing these perceptions with those that who claim to have no awareness of migration risks (n=14), 71% cited lack of food as the main risk experienced in irregular migration. Even though the comparisons may not be robust based on the small sample in the latter category, it still highlights some important dimensions related to differences in perceptions of risks based on information level.

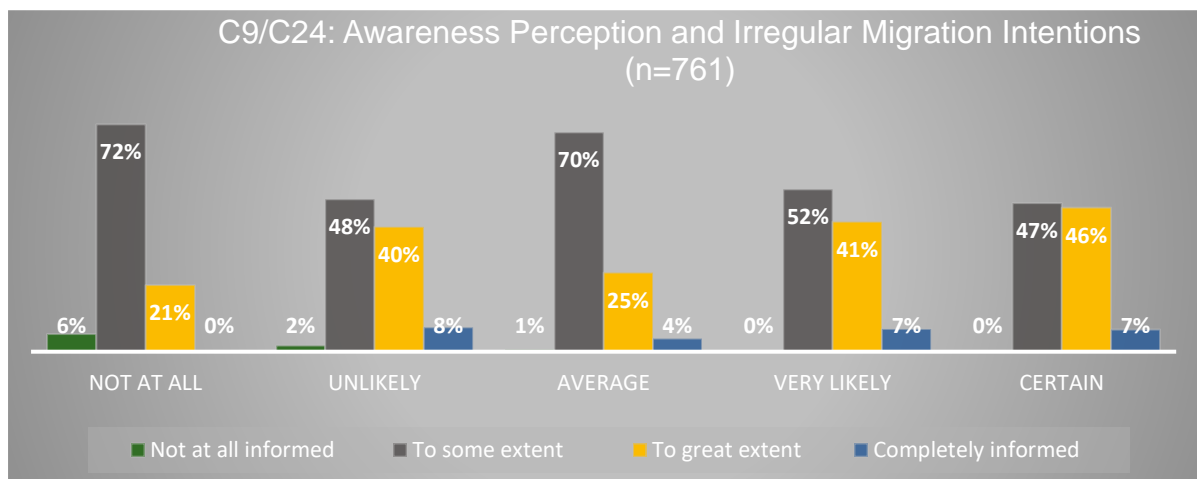
A deeper analysis of the 217 respondents who reported that they are not at all informed about migration (C8) revealed that despite feeling least informed:

- Over 95% of these want to migrate in the near future (C12), 90% of these have discussed their plans with their families (C18), and over 50% have secured family support for the idea.
- Overall, 80% of these respondents wish to migrate (C14) in next two years (43% within 1 year).
- About 72% indicated UK and Europe as the preferred destination (C15).
- Only 18% have applied for passports while about 50% are looking for an emigration agent, talking to contacts abroad and learning about potential host countries (C17).
- About 16% are women (as compared to 10% overall representation in the sample). This highlights that women consider themselves less aware of the migration process, and potentially also a gendered confidence deficit regarding emigration awareness. Almost all women expressed the least level of information about emigration and willingness to opt for emigration. This combination of intent and awareness deficit regarding emigration makes them more prone to exploitation.

The PARIM Background Report indicated that potential migrants and their families may indicate general awareness about the risks of irregular emigration, yet this awareness perception may lack concrete

information which would allow them to be better prepared. The survey data, to large extent, supports this finding, as indicated Figure 59 below.

Figure 59 Awareness of Irregular Migration Risks with Intention to Migrate Irregularly



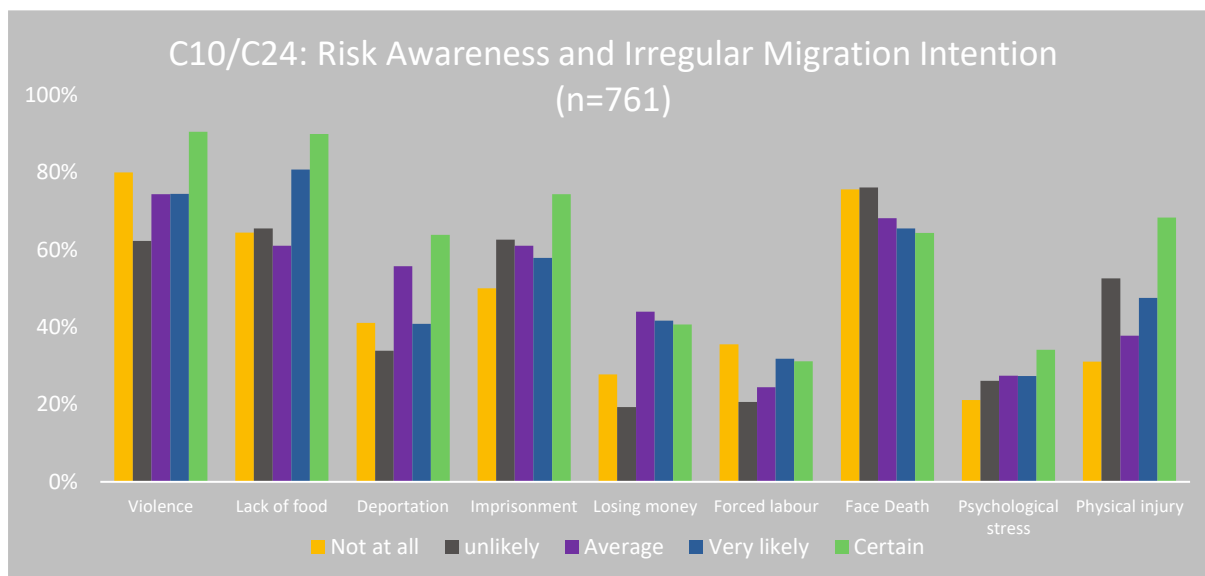
Of those who reported being certain or very likely to migrate irregularly, only 7% (for each) reported feeling completely informed on potential risks of irregular migration. Rather, the majority of this population reported having some or a good level of information. This indicates that apart from information and awareness on risks of irregular migration, others factors may be at play in the decision (not) to migrate irregularly. The Background Report mentions factors such as risk perception, religious and spiritual beliefs⁶³, quasi-fatalistic attitudes, as well as confidence and the belief in one's own ability to avoid the risks associated with irregular migration.⁶⁴

The survey also hints towards a similar relationship with awareness about specific risks of irregular migration among varying levels of certainty to opt for irregular migration. The following Figure 60 shows that those who indicated a higher willingness to migrate irregularly also have high awareness (and thus potentially also acceptance) of the potential risks irregular migrants are likely to face during the migration journey. Of those who reported they were certain or very likely to migrate irregularly, their levels of risk awareness were lowest in terms of awareness of the risks of: forced labour, psychological stress, loss of money and deportation. This implies less awareness of the risks they may face post-arrival in a destination country, as compared to the higher awareness of serious risks along the journey (e.g. violence, lack of food, physical injury, death).

⁶³ Optimity Advisors and Seefar, *How West African Migrants Engage with Migration Information En-Route to Europe*, 2017.

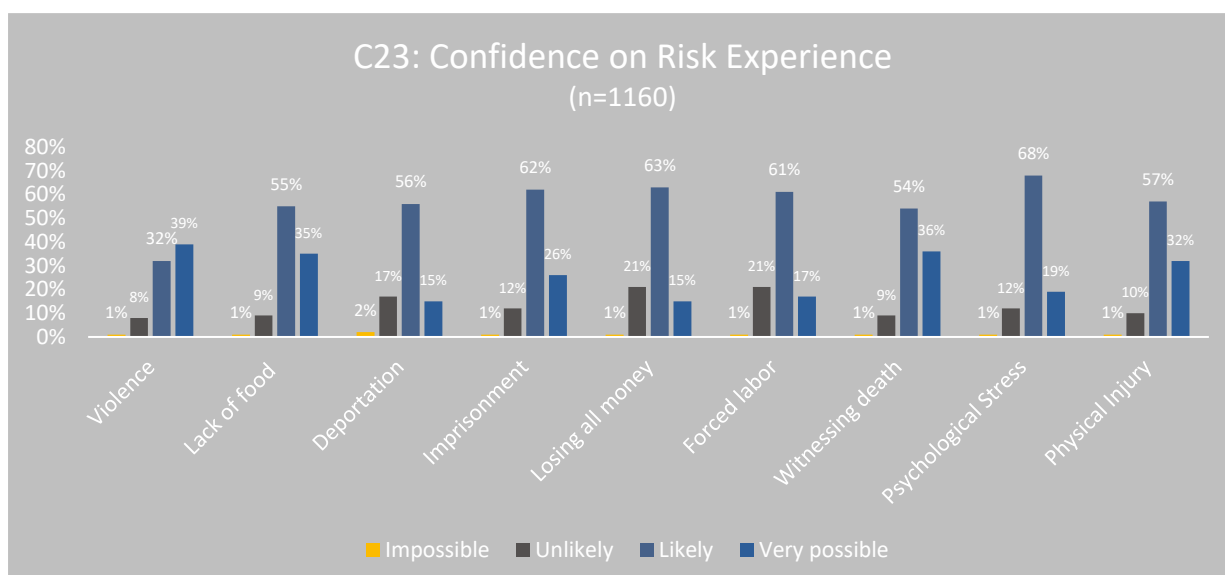
⁶⁴ Jessica Hagen-Zanker and Gemma Hennessey, "What Do We Know about the Subjective and Intangible Factors That Shape Migration Decision-Making? A Review of the Literature from Low and Middle Income Countries" (Oslo, 2021).

Figure 60 Risk Awareness and Irregular Migration Intention



However, when checking potential irregular migrants' confidence regarding experiencing these risks if they do migrate irregularly, the results are rather significant. The majority expect that the probability of personally experiencing these risks is likely or very possible. Risks such as violence, witnessing death and physical injury are expected to be "very possible", and the risks such as psychological stress, losing all one's money, imprisonment and forced labour are considered likely to happen to them. This indicates firstly that potential irregular migrants are aware of the likelihood of such risks happening to them, and secondly that they may consider the risks worth it if they are successful in their migration.

Figure 61 Confidence Level: Likelihood of Risk Experience



Zooming in to those respondents who admitted to considering irregular migration (n=761), it appears that even among those with an intention to migrate irregularly, the majority expect that these risks of irregular migration are likely to happen to them (Figure 63). Despite the knowledge and awareness that they may have to face these risks, they are still willing to migrate irregularly.

Figure 62 Likelihood of Risk Experience with Irregular Migration Intention

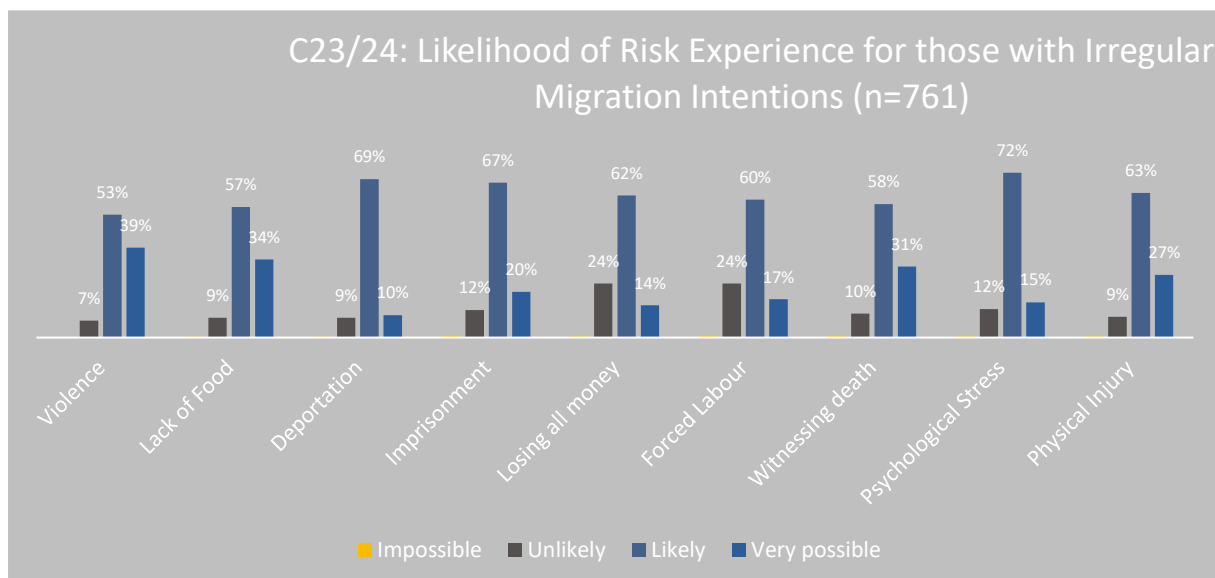
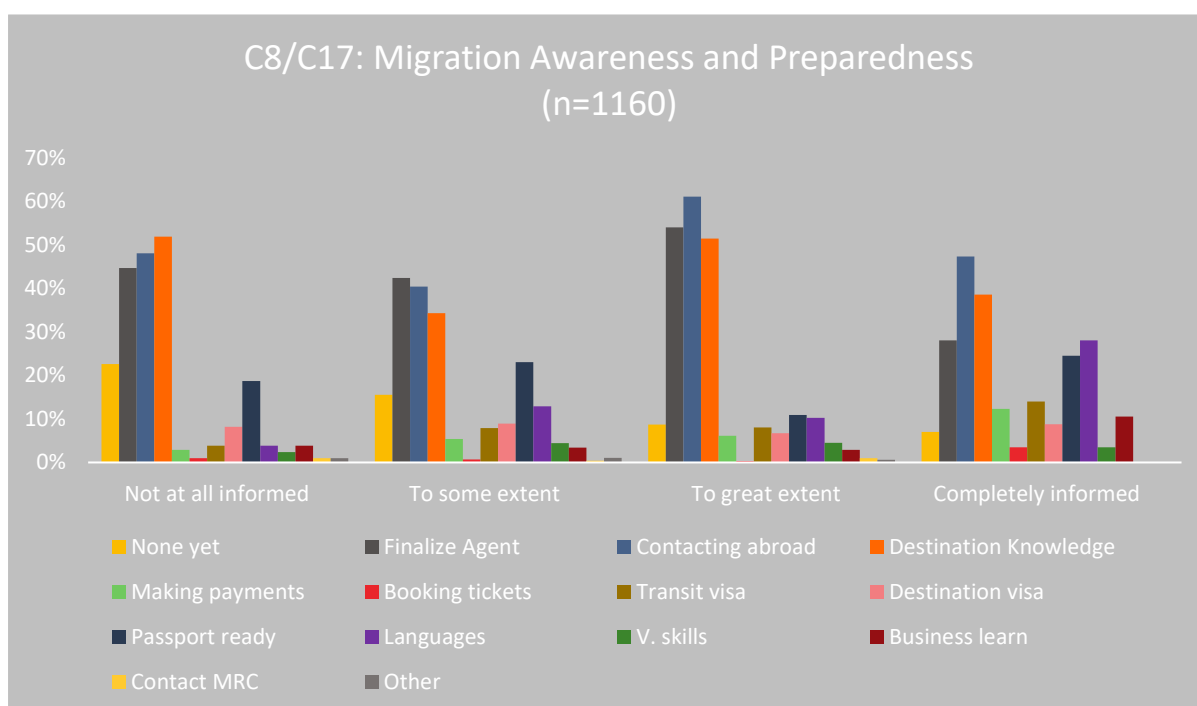


Figure 63 Migration Awareness and Preparedness Level



For all respondents despite their reported level of information on the migration process, the most common preparatory activities conducted were looking for a migration agent, contacting relatives and friends abroad and learning about the destination country (Figure 63). The stakeholder mapping study also indicated a significant role of friends and family abroad for guidance towards emigration process. Among those respondents who claimed to be very well informed on the migration process, they had a higher tendency to report preparatory activities such as learning relevant foreign languages or learning relevant business skills than other subsets. More practical preparatory activities were less common, such as booking travel, obtaining visas or a passport, learning vocational skills. This demonstrates

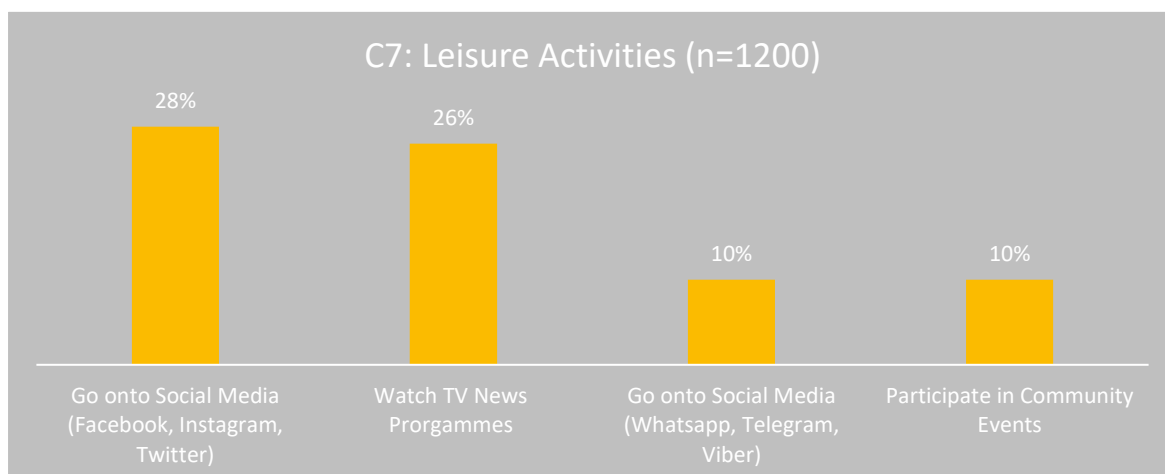
perhaps the more abstract nature of plans on the one hand, and/or the lack of consideration of such practical activities for an irregular migration journey.

5.5 Information Sources and Gaps

The survey included a discussion on general practices of potential migrants and activities in which they engage regularly. The aim was to have a better understanding of their routine life and activities, in order to apply targeted information channels pertinent to their behaviour and optimise impact. These areas were also explored in the PARIM Stakeholder Mapping study from the perspective of the key informants. Hence the section below compares and recognise input from both sources.

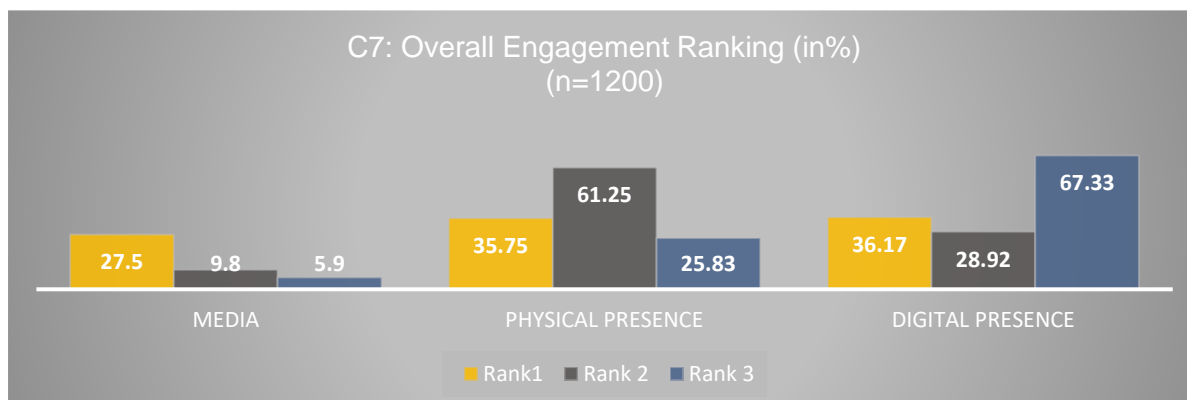
The respondents in the survey were asked to rank and identify their top leisure engagements. Among the most common activities, without categorisation, the use of social media applications such as Facebook, Instagram, and Twitter topped the list (28%), closely followed by watching television news programmes. The use of social media for calling or texting apps such as WhatsApp, Telegram and Viber and participation in community events were also activities that about 10% of the respondents (n=1200) participated in.

Figure 64 Leisure Activities



Moreover, the analysis was also conducted for each type of activity, i.e. traditional media usage, community interaction activities, and the use of mobile and digital technologies. The first category of choices were more traditional media sources such as reading newspapers, watching TV or listening to radio programmes; the second were those activities engaging migrants' physical presence and interactions (such as shopping, community events, religious activities, sports or snooker); and the third category related to mobile and digital presence and connectivity (such as using the internet generally or social media apps in particular) (Figure 65). Across the three modes of engagement, traditional media was the least commonly ranked as a top activity, while physical presence and online activities were most common. The PARIM stakeholder mapping study compared the sources for family elders and youth separately and it was observed that the preference for elderly was more on media particularly television and newspaper while the younger population was more inclined towards digital means.

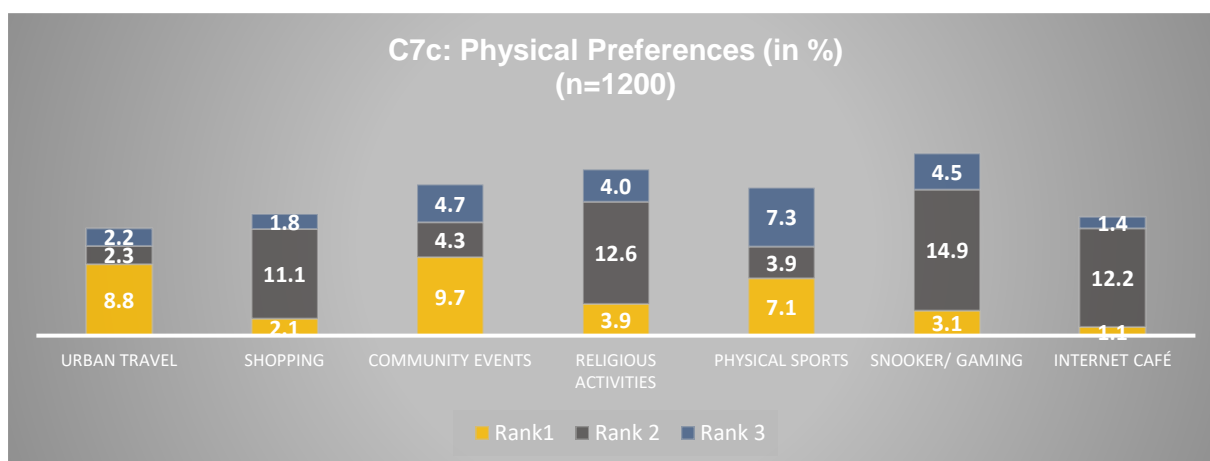
Figure 65 Ranking of Leisure Activities



In terms of traditional media, television, radio and newspaper were considered. Television was observed to be the preferred medium for connectivity within the category. Some interest in radio was observed and very limited newspaper readership. Television was also mentioned widely as relevant medium within the responses of PARIM stakeholder mapping study.

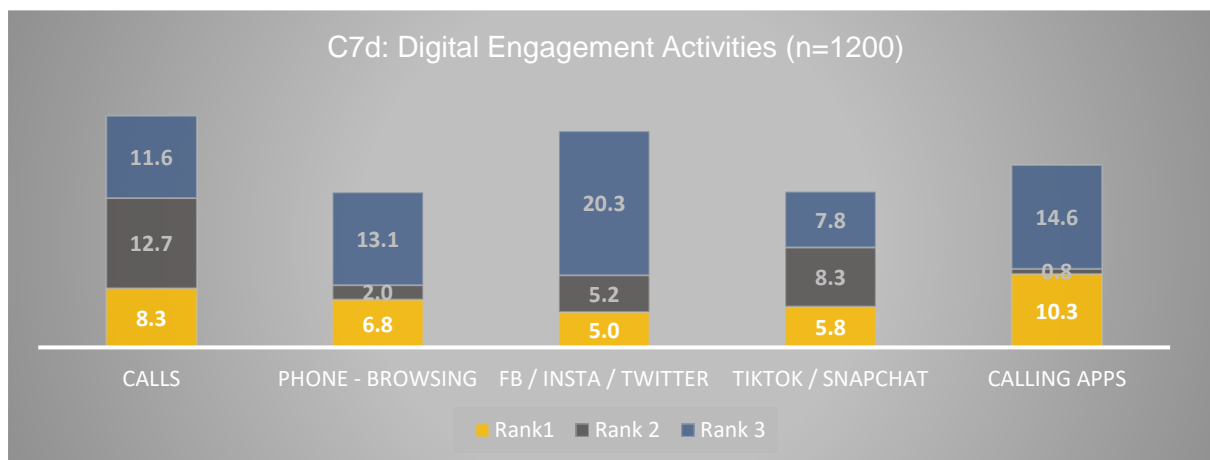
In terms of activities requiring physical presence, the survey identified snooker and gaming clubs, religious activities, physical sports sites, and community events among the most preferred engagements by the respondents. These areas were also identified as hotspots for youth and potential migrants by the PARIM stakeholder mapping study as well. Internet cafes, shopping malls and travel to urban centres were ranked slightly less among the respondents (Figure 66).

Figure 66 Physical Engagement Activities



Digital engagement was also sub-classified into types of activities. Facebook, Instagram, and Twitter were recognised as the most widely engaging applications across the board, although TikTok and Snapchat were ranked higher as first and second choices. In addition to considering such applications for means of engagement in the communications campaign, the background study also recommended that social media tools may be useful in directing potential irregular migrants (and youth in particular) towards face to face interactions (Figure 67).

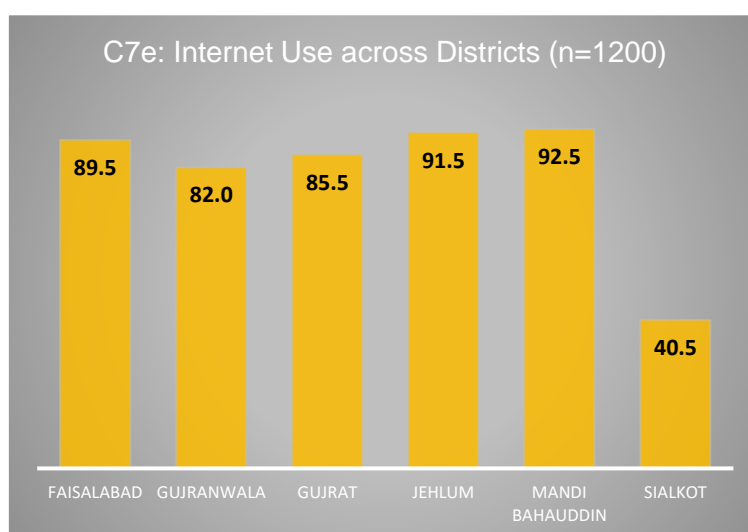
Figure 67 Digital Engagement Activities



During the PARIM stakeholder mapping study, the key informants unanimously acknowledged that potential irregular migrants are very active on internet and spend considerable time on social media. It was mentioned that use of internet and social media may currently be attributed to its entertainment purpose and its utility for information gathering may be limited. Nevertheless, an overwhelming majority of the respondents believed that social media can be useful to influence the potential migrant population and may provide significant insight about their online behaviour as well.

The PARIM background study referred to various studies implying technology-based social stratification and inequality in terms of access to technology. While it is true that not everyone (potential migrants) may have access to mobile and internet within targeted communities, our survey demonstrates general access to internet and digital activities in these districts, for both rural and urban communities. The survey indicates wide acceptance and digital presence among potential irregular migrants (Figure 68). In five out of the six districts, the majority of the respondents reported access to the internet and some sort of digital literacy or engagement. Only in Sialkot, use of digital devices was comparatively low.

Figure 68 Internet Use across Districts



Moreover, the urban-rural difference in use of internet and digital technologies was not significant: 48% of respondents who noted digital technologies as one of their top activities were located in rural areas,

and 52% in urban areas. Further, in terms of gender, a similar proportion of men and women (80% and 81%, respectively) reported digital activities as among their top activities. This implies that at least in terms of urban/rural and gender differences, outreach would similarly reach both populations. District-level differences, however, follow. It remains important to flag that the basis of the analysis here is an indication of the top three ranked activities of potential migrants. While the proportion of those who prefer technology among the top ranks of major activities confirm their presence and access to internet, it does not exclude the remaining population from access, yet does suggest that the use of such activities to outreach to those communities may be less effective, if they are used less often. To refine the targeting of the information campaign, it is advised to engage the communication channels that are most frequently and actively used by potential irregular migrants.

When asked where respondents learned about migration options and the potential risks involved, in line with the previous findings, the utilisation of digital sources for information were important: internet and social media were identified as prominent sources, with 61% and 55% of respondents respectively highlighting the use of these sources (Figure 69). For the same question, television news programmes were ranked as fourth major source of information for migration (33%). This result is interesting when compared to the previous question on common activities (C7), where television was identified by about 38% respondents as being a common activity (overall, under ranks 1, 2 and 3). Radio and print media were indicated by 3% and 2% as being regular activity.

The top source of information were returnees in the community. This demonstrates that returnees are widely accredited as sources of information. The PARIM stakeholder mapping study also identifies a potential key role the returnees can play to better inform potential irregular migrants. However, the responses about perception of deportees by the community indicate wide attribution of shame to deportees at a social level (Figure 70).

Figure 69 Migration Information Sources

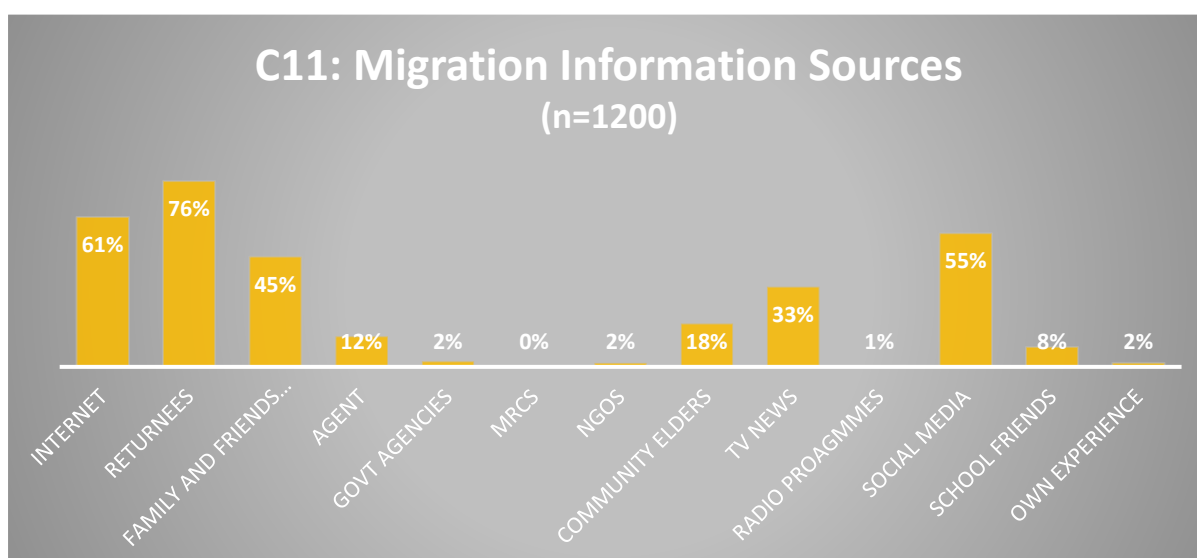
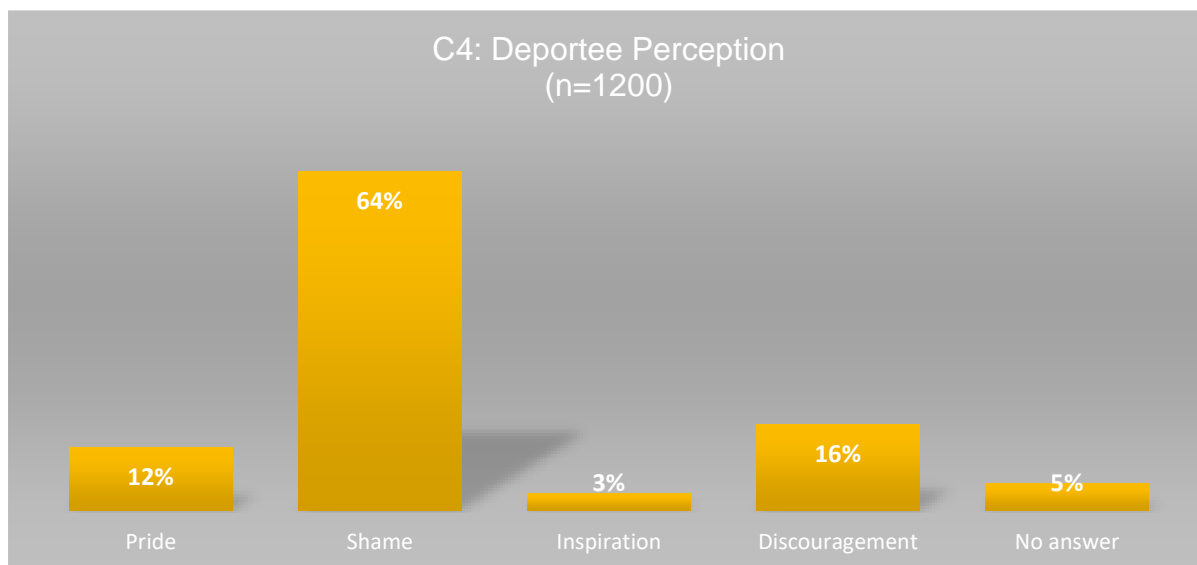


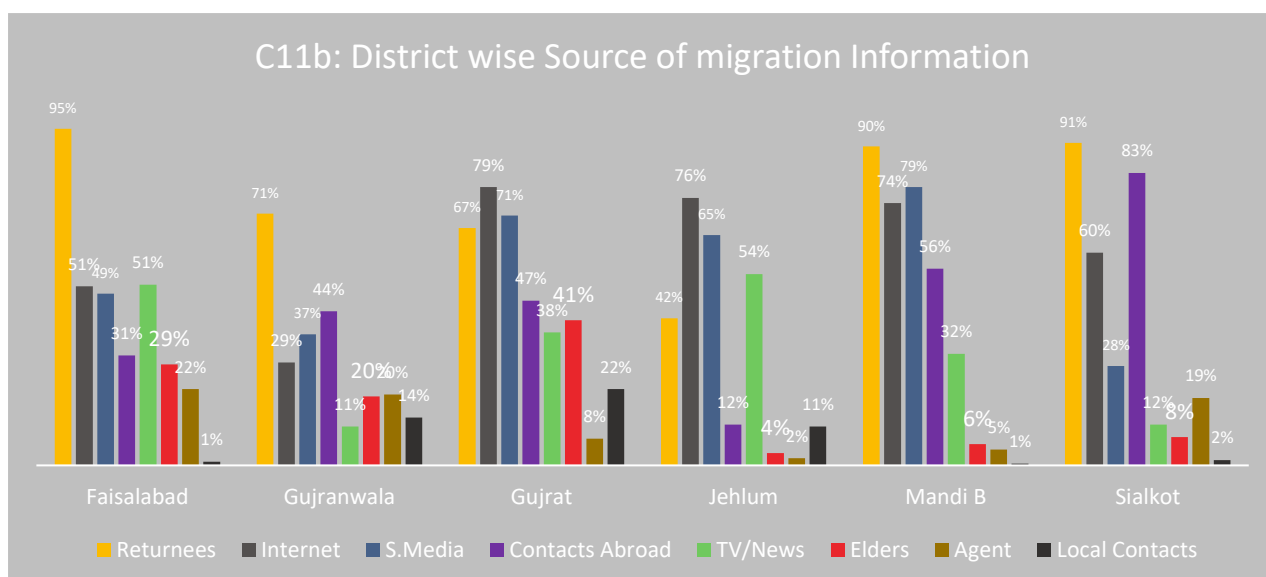
Figure 70 Perception of Deportees



This indicates two possible implications: that voluntary returnees or those who had migrated through regular channels are preferred for advice as they are deemed more suitable and less stigmatised; or secondly that, despite the stigma, deported returnees are still regarded as experienced in the field and are still consulted for their expertise and knowledge. Among those who reported “other” perceptions of deportees under C4, responses indicated that some respondents feel that deportees misguide respondents and show them a more hopeful picture than reality. In this regard, it may remain significant for the scope of PARIM to investigate further the (potential) role of returnees, as well as their interests and engagement with potential irregular migrants.

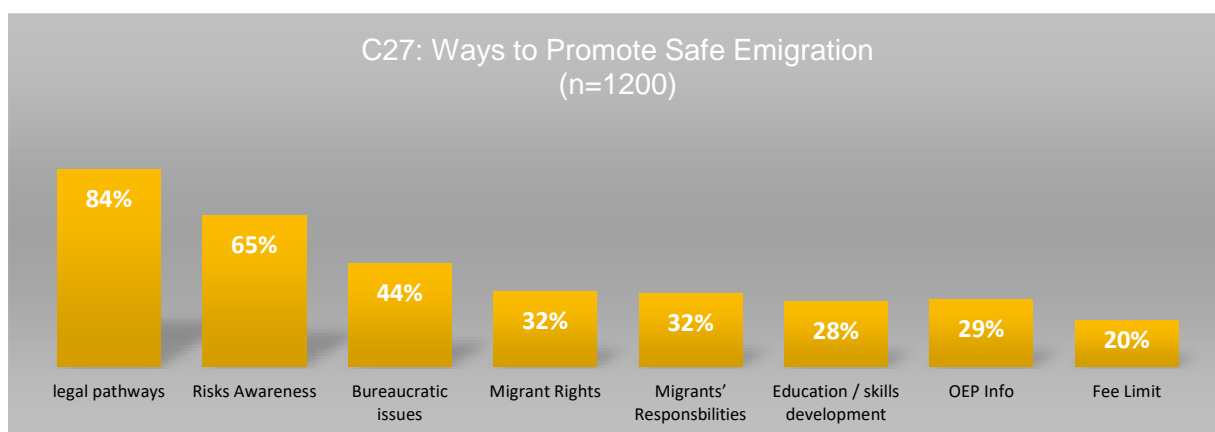
The role of contacts abroad as significant information sources was highlighted by the PARIM Stakeholder Mapping Report, the Background Report and the survey. Though it has emerged as fifth popular source of information overall within the survey, the district wise data regarding the sources of information did highlight it as one of the key variances across the districts.

Figure 71 Sources of Migration Information by District



The main sources of information on migration varied across the districts to some extent. Returnees generally topped as one of the key sources of information in all districts other than Jhelum and Gujrat, where internet emerged as the main source of information on migration. Respondents from Sialkot showed an inclination towards personal contacts (friends and family abroad, returnees) as sources of information, whereas their use of social media to collect information on migration was lowest compared to all other districts (28%). In contrast to the previous finding, while respondents in Sialkot did not report digital activities as one of their more common activities, they did, however, report that the internet was one of the top sources of information on migration. Other districts ranked contacts abroad as fourth or fifth in terms of information sources on migration. Nevertheless, the role of contacts abroad remains important as sources of information, as identified by key informants during the mapping study. The potential role and engagement of such contacts, and more generally diaspora, are further examined in the PARIM Diaspora Mapping Report.⁶⁵

Figure 72 Ways to Promote Safe Migration



In terms of information gaps and information expressed as still needed, one question focused on suggestions on how to make migration safer for youth. The responses were articulated in two dimensions: one dimension of positive reinforcement activities focused on promoting safe migration, and another focused more on the risks of irregular migration. An overwhelming majority of respondents were in favour of increasing understanding on legal pathways to migration (84%), as well as on risks of violence, cheating or exploitation (65%). These two dimensions are in line with the findings of the PARIM background report as well, which recommends balancing negative or discouraging information with positive messaging. In the survey, 44% respondents also highlighted the need for assistance with bureaucratic procedures such as visa application, medical check-up, etc. This can also be woven into the positive messaging by informing potential migrants about the process of applying for visas for different countries, and the expected costs and timeline of procedures.

Increased understanding on the rights of migrants in countries of destination (32%) can be designed into positive or negative messaging, based on conditions that would apply to them. In terms of positive messaging, this could imply raising awareness on migrants' rights and obligations, while negative messaging could demonstrate the risks of violence and exploitation in the country. The PARIM Background Report and other recent research identifies key risks along the route to be mainly violence and exploitation, as well as fatalities related to harsh weather, although these numbers are likely

⁶⁵ Qaisrani and Jokic, "Engaging Diasporas in Information Campaigns on Migration: Diaspora Mapping Report" (Vienna, 2021).

underreported.⁶⁶ Exploring such negative experiences and promoting awareness about the likelihood of such events may be included in the campaign. The Background Report also highlighted that some messages on risks may be communicated by migration agents (migrant smugglers), but they may be dismissed by migrants. The communication campaign would need to support registration of these negative aspects as risks and communicate these risks to the right audience. It is important to recognise that since migration (as argued above) is a family supported initiative, it remains pertinent to explore the risk appetite of the family as well and target the same.

Moreover, drawing on the challenges highlighted by respondents in their preparation for migration (C21), the role and trustworthiness of agents is also crucial to be embedded in the information campaign. The ways that agents exploit vulnerable migrants before migration, in transit, and on arrival in terms of violence, extortion of money, etc. can be incorporated into negative messaging, while characteristics of a registered and trustworthy agents can be included as positive messaging. Difficulty in finding employment in destination countries was also cited as a key challenge that potential migrants worry about. In this sense, giving balanced information on what sort of jobs are available and what sort of skills they would require in the intended destination would be helpful.

Moreover, drawing on the PARIM background report and other recent literature, a range of obstacles were identified that Pakistanis experience in seeking regular migration options. In particular, the limited governance or lack of transparency in the legal emigration process is a key concern⁶⁷ Combining out bureaucratic hurdles in opting for legal migration, making regular migration cheaper, supporting human resource development (including vocational training), promoting migrant rights and responsibilities and providing OEP related information would be relevant measures or approaches, highlighted by survey respondents.

5.6 Role of Family and Social Networks

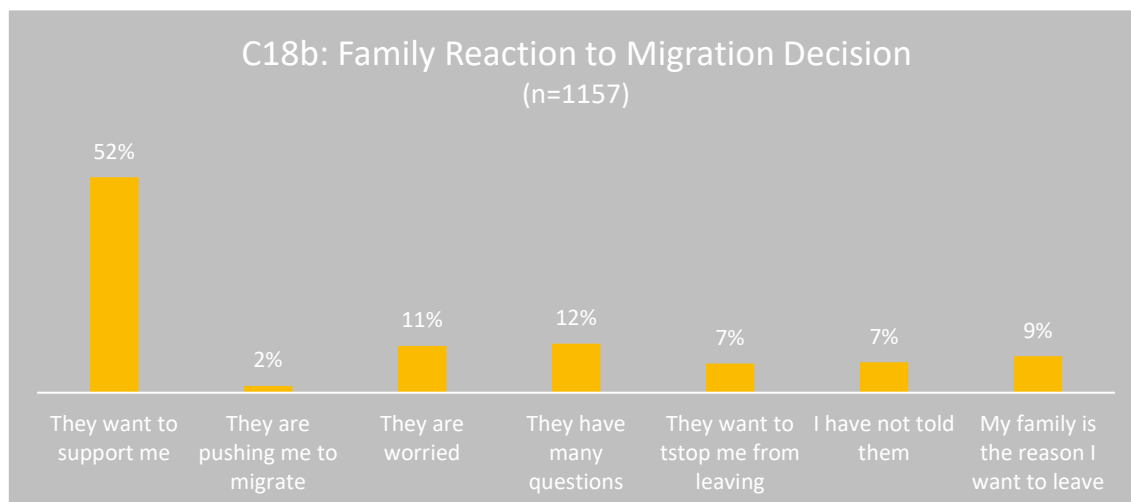
Potential migrants' family, peers and social networks play a vital role in the decision-making of emigration from Pakistan. The Background Report and results of key informant interviews conducted during the stakeholder mapping exercise also support this finding.

When respondents (who expressed interest in migration) were asked whether have discussed their migration plans with their family or not, the vast majority of the respondents replied with yes. When, further, asked about the reaction of the family towards the migration decision, it was observed that most respondents (52%) indicated a supportive response of the family (Figure 73).

⁶⁶ UNODC, "Global Study on Smuggling of Migrants 2018. Asia," 109 and 112; Khan, "Impact of Migration on Education and Health. A Case Study of Karrianwala Village, District Gujrat, Pakistan."

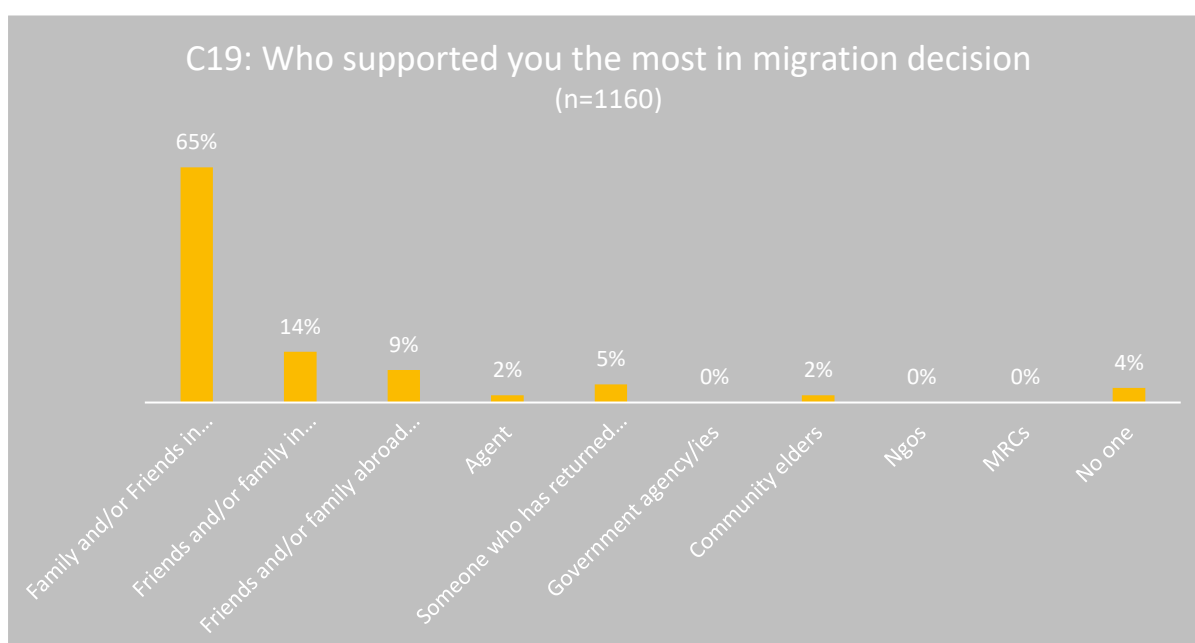
⁶⁷ Hagen-Zanker et al., "Migration from the Margins: Mobility, Vulnerability and Inevitability in Mid-Western Nepal and North-Western Pakistan Report.

Figure 73 Family's Reaction to Migration Decision



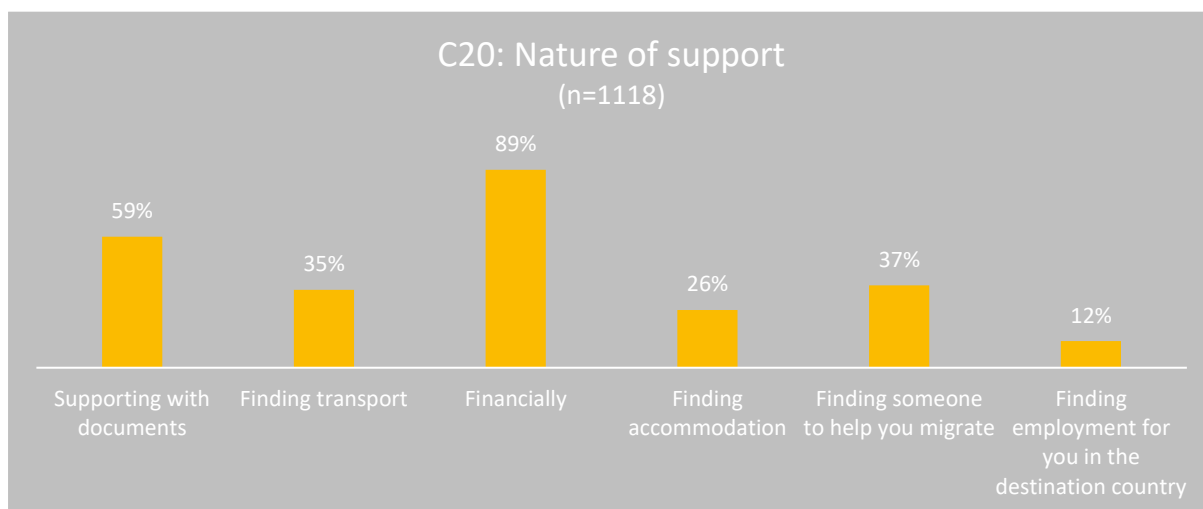
The PARIM Background Report refers to research identifying emigration decisions as a household income strategy.⁶⁸ It elaborates that emigration is considered as an income diversification strategy and therefore a form of investment by household networks governed by a culture of emigration. This suggests a significant role of the household and extended family for the actual emigration decision. Indeed this finding is generally reflected in the survey results. Respondents were asked about who supported them the most in their decision to migrate. A majority (65%) cited their friends and family within Pakistan as the main source of support for migration decisions. While friends and family abroad (both in the country of destination and elsewhere) was the second most common response, they were only cited by 23% of the respondents. The use of other sources of support was much less, with 0% of respondents citing government agencies, MRCs or civil society organisations as the main source of support for their decision to migrate.

Figure 74 Main Source of Support in Migration



⁶⁸ Khan, "Impact of Migration on Education and Health. A Case Study of Karrianwala Village, District Gujrat, Pakistan," 69.

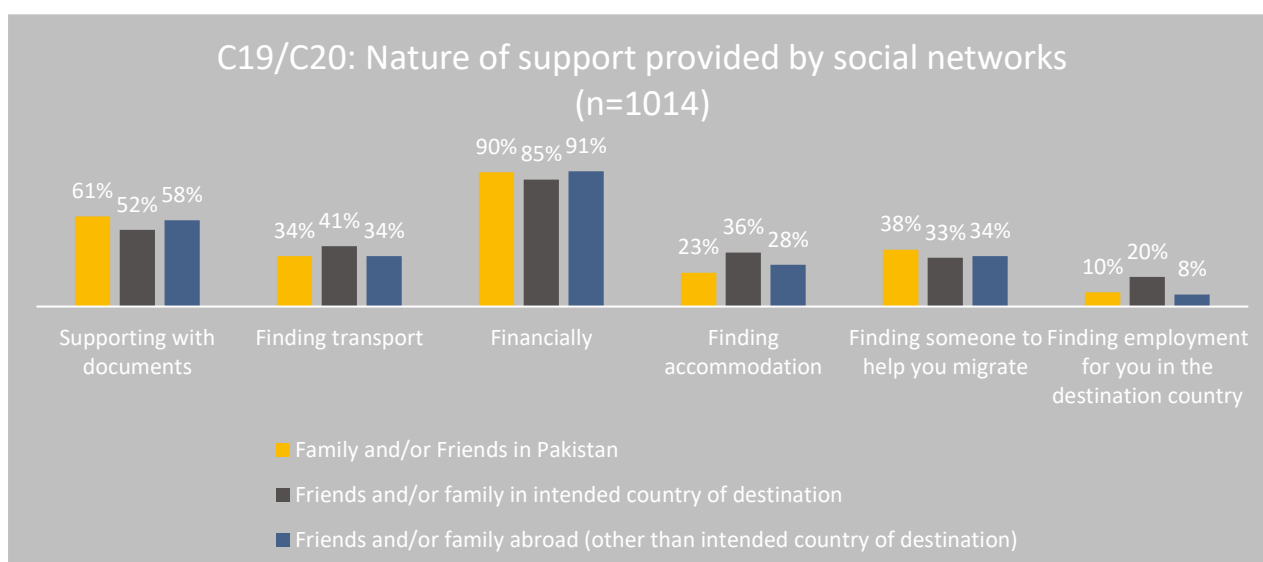
Figure 75 Nature of Support



On probing about the kind of support provided for migration arrangements, the top three responses were financial assistance (89%), support with managing and arranging documents (59%), and finding transport (35%). These trends were consistent when compared to who gave them the most support, by nature of support (Figure 76). There were very slight differences, but friends and family in Pakistan and in countries other than intended destinations provided the most support financially. In terms of supporting with documents, family and friends in Pakistan were reported as the most supportive. In terms of finding employment in the country of destination, friends and family in that country were highlighted as most important in that regard.

Analysis of the data collected from the stakeholder mapping also suggested the same results as that of this survey. Parents, friends, and relatives were among the most influential people in the decision-making process of a potential irregular migrant. Among them, particularly women of the house (mother and wife) were found to be of great influence in the potential migrants' emigration decision.

Figure 76 Nature of Support Provided by Social Networks



6 Implications for PARIM and Migrant Resource Centres

Based on the profile of the respondents and key findings of the stakeholder mapping exercise and the survey, discussed in Chapters 4 and 5 of this report, this section outlines the major findings relevant for the PARIM project. These elements will be taken up together with the other research conducted across the three PARIM research strands (T2.1 Background research; T2.2 Survey; T2.3 Mapping of diaspora groups), within the final research study (D2.3). Key elements from this report and the broader overarching forthcoming study (D2.3) will be taken up in the PARIM communication strategy, and yet are relevant for all information campaigns implemented in Pakistan with this target group. Therefore, findings are divided according to key points of consideration for target audience, key messages, credible messengers, and effective mediums.

6.1 Target Audience

The survey has identified three major categories of audience for an information campaign.

The first is the Direct Audience of a campaign. This segment covers the audience directly involved in the decision making process. This includes:

- **Potential Irregular Migrants:** Based on the descriptive statistics, a typical profile of a potential irregular migrant is as follows: a male between the ages of 18 – 25 years, generally unmarried, with education level between primary and secondary (5-10 years of formal education), working as a daily wage or self-employed, earning less than PKR 30,000 (EUR 155) or between PKR 30,000 – 50,000 (EUR 155-260), and living in a household of four to six members. He may either be from urban or rural area of a migration-prone district. By incorporating 10% female representation in the survey, it was found that there is a tendency among women in the select survey districts to consider migration. In that sense, it might be useful to include them in the campaign as direct audience.
- **Family of Irregular Migrants:** The survey confirms that the family of the migrants have a direct influence on migration decision-making. Specifically friends and family in migrants' communities in Pakistan appeared to be quite influential in migration decision-making by providing moral and financial support to potential migrants, as well as assistance with managing documents and arranging transport. Hence, it remains important to engage this segment through structured approach and relevant channels. The Stakeholder Mapping study also highlighted the key role that family members may play in an individual's decision to migrate.

The second category of audience for an information campaign is the Indirect Audience. This segment includes the audience who may influence the migration decision indirectly. These stakeholders may serve as credible messengers for the campaign, thus it is important to consider them as a separate potential target audience.

- **Returnees:** While deportees are largely considered to be a source of shame in the survey districts, findings show that (voluntary) returnees are still considered trusted sources of information. It may be helpful to engage with some returnees in the local community during the campaign. This way, if the returnees came back from their journey a while ago, their information could be updated through the campaign content and they would be better able to provide new and relevant information to those who seek advice from them.
- **Friends and family abroad:** The survey identified significant role and influence of the friends and family of the potential migrants living abroad. Pakistanis abroad are contacted for financial assistance, managing documents, arranging transport, and general migration-related advice, yet they may or may not be equipped with the right information or referral

system to guide these potential migrants. In this regard, the campaign may engage and inform some selected overseas Pakistanis belonging to the districts where the campaign is run. The implications for engaging diaspora are researched under Task 2.3 and will be taken into account together with the other research strands for the final study (D2.3).

- **Local individual influencers:** Local influencers identified under the stakeholder mapping may be engaged to build local support for the campaign and facilitate access potential migrants in the select districts. The local influencers, such as religious leaders (e.g. local imam of mosques), teachers, political activists, etc. may need support to understand migration-related dynamics themselves first before forwarding any advice. Sensitivity to matters such as religious sect or political affiliation of such actors is highly advised when engaging with them. For instance, including a representative of an unpopular political party in the campaign may lead to limited impact as compared to engaging with the representative of the leading political party. Even though this aspect was not highlighted in the survey, engaging with a religious minority leader may actually be beneficial in a community where minority members may consider under-representation and discrimination based on religion as a key driver of migration. In this regard, once the campaign has been designed and potential partners identified, conflict sensitivity approach should be considered and valued to select influencers for the campaign to avoid any unwanted outcomes of the intervention. The potential influencers identified in the PARIM context include political, religious, teachers and local elders valued for their opinion, presence and devotion to the community.
- **Local CSOs and NGOs:** Local CSOs and international NGOs, as identified in the stakeholder mapping study for each of the six districts, may be involved in the campaign to build local ownership and a mechanism of guidance for the community beyond the project life. In this regard, those local NGOs identified in the stakeholder mapping conducted separately may need targeted support including capacity building, mentoring and tools.

The third category of audience is the Strategic Audience. This segment involves institutions and individuals who may influence policy outcomes relevant to the scope of the communication strategy and campaign. This level of stakeholders may have particular influence in terms of the macro and meso level factors of the decision making process.

- **State Institutions:** The PARIM background report, survey and the stakeholder mapping identified the need for better public sector engagement. The campaign may engage with state institutions such as FIA's Anti Human Trafficking Circles (AHTCs), district and provincial labour departments, social welfare departments, and technical and vocational training authorities (TEVTA) in the relevant districts. These stakeholders' participation in the campaign may optimise the value of the campaign and at the same time add more credibility as well as sustainability prospects to the intervention. This audience may also include institutions providing other services related to or impacting on macro, micro or meso aspects of the migration system.

6.2 Key Messages

A prime conclusion drawn from the various strands of research conducted under PARIM is that the information campaign must strike a balance between negative and positive messaging. The Background Report also delves deeper into behavioural aspects of information campaigns, suggesting that consideration should also be given to whether the message is aimed at influencing knowledge and awareness of the target audience or also behaviour with regard to migration. Knowledge and behaviour may also not be mutually exclusive, thus making it hard to determine what element influences the decision and action of irregular migration more. The PARIM survey findings show that potential irregular migrants already have an awareness of risks and threats that may arise during the (irregular) migration



journey, and may even perceive that they may experience those risks personally, yet, a significant proportion would still consider migrating irregularly. This may indicate that awareness of risks and even the probability of experiencing those risks may not be enough to deter such journeys if the reward of success seems worth the risk.

Regardless, this section draws on the key findings of the survey to carve out broad areas of focus that can feed into the content design for the campaign. The survey highlights that irregular migration is predominantly driven by economic factors, including the low standard of living, poor business opportunities, and financial issues and debts. While these elements are rather broad and macro in nature, and beyond the scope of an information campaign, some aspects can be tailored into the contents of the campaign that highlight existing economic opportunities within the country that may be of help to the target audience. In this regard, elements of support and opportunities available for regular emigration and overseas employment can be shared, information about new processes and cost limitation and technical support from state and non-state actors can be introduced. Awareness on how to identify a credible and trustworthy agent is also important. Moreover, respondents also cited finding employment in the destination as a potential challenge, thus the campaign could focus on highlighting the skillset in demand in particular destinations.

Similarly, at the meso-level the campaign can also provide deterring or negative messages in balance, such as the challenges related to irregular migration. These may include: risks and threats pertaining to the journey, as well as issues faced by migrants post-arrival.

Furthermore, relevant for the micro level, the survey indicates that potential migrants with higher levels of skills, language, stable income (job or business) and education are less inclined to irregularly migrate. The campaign could signpost potential migrants to sources where they could learn specific skills and languages relevant to the intended destination. The campaign could also highlight the costs and benefits of educational opportunities such as scholarships and the potential of earning more in Pakistan (as well as in intended destination) with foreign qualifications and certifications.

Broadly based on the findings of the survey and the stakeholder mapping report, the key messages (content of the campaign) should be focused on creating a distinction between safe and risky travel means. The following may be considered some example areas for messaging in this regard, based on the survey results and discussed in other areas of this report:

Meso (Enabling)	Meso (Restricting)
Awareness regarding: <ul style="list-style-type: none"> • Role of migration related institutions and the services available for potential regular migrants • Migration application processes and regular migration avenues • Skill demand in intended areas of destination • Advantages of upskilling with respect to finding employment and better income at destination Cost of safe migration <ul style="list-style-type: none"> • Processes for safe migration • Safe migration support services (state and civil society initiatives) 	Awareness regarding: <ul style="list-style-type: none"> • Unwanted experiences of irregular migration • Plausibility of risks • Risks of associating with unregistered agents • Risks during the journey in transit countries • Witnessing death during the journey • Experiencing physical injury • Loss of assets and finances • High costs of irregular migration • Emotional elements related to distance and separation from family
Micro	Macro
Awareness regarding affordable resources available on: <ul style="list-style-type: none"> • Skills enhancing opportunities for youth • Training on business skills • Languages courses • Education and scholarship opportunities 	Awareness regarding <ul style="list-style-type: none"> • Business financing • Employment opportunities

6.3 Credible Messengers: Key Stakeholders and Local Actors

Drawing from the findings, social networks in Pakistan and abroad emerge as key sources of information for potential irregular migrants. This reflects that potential migrants depend on personal connections for information. While involving personal connections of target campaign beneficiaries may not be feasible on a larger scale, effort must be made that the messengers are not complete strangers to the target audience. The survey and the stakeholder mapping report also highlight the important role that returnees play in imparting migration-related information. In the survey, returnees topped the list of sources of information about migration process and risks involved. These returnees could be engaged as potential credible messengers for the campaign. To a smaller extent, community elders were also mentioned as sources of information on migration, and hence could be engaged.

The PARIM Diaspora Mapping Report offers some practical recommendations on engaging with diaspora members in an information campaign. The study finds that while the impact of engaging diaspora members who are not personally known to potential migrants may not produce the desired scale of impact, it is still important to identify certain diaspora members who match the profile of potential migrants to create an element of relatability. As mentioned in the diaspora report, it is also important to consider specific messengers for specific messages. For instance, when engaging with diaspora members, it would be useful to involve migrant associations for positive messaging, and for individual

diaspora members (including relevant social media influencers) for negative messaging (see Diaspora Mapping Report⁶⁹ and Final Report for more detail).

Another important factor to consider while designing the communication strategy is to be aware of risks associated with each messenger. Political biasedness, conflict sensitivity, motivation loss and counter influence would remain important to the context of the communication strategy and campaigns, as mentioned in the previous section. The role of MRCs was not acknowledged in the survey, and was only highlighted by a few organisations engaged in the stakeholder mapping exercise, highlighting the need for increased outreach at the district level. The forthcoming communication campaign may provide avenues to strengthen the engagement and presence of MRCs.

6.4 Effective Mediums and Channels

According to the findings of the baseline survey, three broad classifications of the mediums and channels remain pertinent to the scope of the communication strategy and campaign:

- 1) **Internet & Social Media:** According to the survey, 80% of the respondents are active users of the internet and social media, while for the remaining 20% access is not confirmed. Among digital channels, the use of social media for applications such as Facebook, Snapchat, and Instagram was the most common, but the use of calling apps such as WhatsApp, Telegram and Viber were also cited as common activities. Rural and urban differentiation in access to internet was not stark. For Sialkot, respondents reported non-digital activities as more common, and reported a low usage of social media for obtaining information on migration, yet at the same time reported using the internet to learn about migration. This was different than the higher levels of engagement on social media and social networks reported from other districts, hence, in Sialkot alternative communication channels such as television campaigns on local TV channels, community events, or rickshaw campaigns (as urban travel was reported high in Sialkot) could be prioritised. Overall, internet outreach can be an effective way to create awareness among potential migrants.
- 2) **Print and Electronic Media Channel:** According to the survey, the majority of respondents watch TV news programmes and very few responded listening to radio and reading the newspaper. Advertisements on TV could be an effective tool, but it remains very costly. Except for Gujrat, where the percentage was small, watching TV news programmes was cited as a common leisurely activity mentioned in the other five districts.
- 3) **Physical gathering and venues:** Community events had the highest ranking in terms of activities requiring interaction with people in person or specific venues. However, this response was particularly strong only in Sialkot and Gujrat. Urban travel also emerged as an activity stronger in Sialkot and Gujrat than any other district. Snooker clubs are more commonly cited in Jhelum, and mention of sports was highest in Gujrat, but also not uncommon in Gujranwala, Jhelum and Sialkot. These gathering points can be used for direct outreach to potential irregular migrants through information sessions, materials, interactions, and innovative means such as rickshaw campaigns.

⁶⁹ Qaisrani and Jokic, "Engaging Diasporas in Information Campaigns on Migration: Diaspora Mapping Report" (Vienna, 2021).

7 Conclusions

Contributing to the PARIM research, this baseline survey report developed by I-SAPS provides an evidence base on dynamics and factors impacting the migration decision-making process of potential irregular migrants from Pakistan. This survey is based on 1200 respondents, divided equally across the districts of Gujranwala, Gujrat, Mandi Bahauddin, Faisalabad, Sialkot, and Jhelum districts of Pakistan, districts identified as having high proportions of irregular migration. In addition, this report takes into account relevant qualitative findings from a separate stakeholder mapping also done for the project by I-SAPS and desk research conducted for the project (PARIM Background Report). The findings of the report, together with the other research strands conducted under the PARIM project (notably 2.1 on background research, and 2.3 on diaspora mapping), will contribute to the final study report (Deliverable 2.3) in terms of identifying key areas of intervention for the PARIM communication strategy. Yet the findings of this report can be applied for any intervention aiming at accessing and impacting the decision-making of Pakistani potential irregular migrants.

Findings of the survey, as presented in this report, offer key insights for designing an information campaign based on similarities and differences identified across the six districts. Following Black et al.'s model discussed in the conceptual framework, the migration decisions of potential irregular Pakistani migrants can be segmented as impacted by three main dimensions: micro-level factors or drivers, macro-level factors, and meso-level factors. With regard to micro factors, the survey findings confirm the profile of irregular migrants identified by the PARIM background report: they are largely male, young (18-25 years), are educated between primary and secondary level (5-10 years), belong to lower middle income households, and are employed in vulnerable or insecure employment.

Findings show that the main push and pull factors related to migration decision-making are largely economic. A low standard of living, lack of business development opportunities, and financial issues and debts emerged as the key push factors, while perception of availability of jobs in intended destination countries, availability of contacts abroad, and better business opportunities were cited as the pull factors. Relatedly, respondents described that those with a good job, family wealth and family businesses are not inclined to migrate, confirming that largely the motivations for migration are related to socioeconomic factors, with an intention to improve living standards. The majority of the respondents listed Europe/UK as their intended destination.

The survey finds that the three main reasons for a preference of irregular migration in these districts are: i) irregular migration is considered cheaper than legal migration channels; ii) irregular migration is considered a common (even ubiquitous in some districts) mode of migration; and iii) irregular migration processes are quicker than regular migration. This elucidates some meso level aspects that warrant policy attention regarding the role of recruiters, as well as rules and regulations related to regular migration and how they may inadvertently impact on irregular migration trends. A separate study identifying the cost and processing time differentials in regular and irregular migration in migration hotspot areas could offer important insights in this regard. For the information campaign, messages related to the expected cost of migration, the expected timeline for the process, as well as the high prices charged by the smuggling agents and related exploitation should be communicated to counter myths of irregular migration being the “quicker and cheaper” way to get to Europe.

In terms of preparation, while 15% of the respondents reported that had not made any effort yet to prepare for migration, the majority mentioned that they have already started by initiating contacts with social networks abroad, finding an agent, and learning about the destination country. The main challenges experienced or foreseen by those planning migration were finding a trustworthy agent, managing migration-related documents, and finding a job in the destination country. In the preparatory

phase, family and friends in Pakistan, in the intended country of destination, and in other countries abroad were cited as the main supporters or facilitators of a migration decision and even of the irregular migration process itself. The nature of such support includes financial assistance, support in managing documents, and arranging transport for migration purposes.

The survey also focused on assessing the knowledge, awareness, and confidence levels of respondents. Overall, the majority of respondents admitted to not being well-informed about the migration process and the risks of irregular migration. Of those who have expressed a decision to migrate irregularly with certainty, the majority claimed having migration-related information “to some extent”. Violence, death, and lack of food were cited as the main risks they perceived that irregular migrants experience. Surprisingly, even some of those who mentioned that violence, witnessing death, and physical abuse are very likely to happen to them, still expressed an intention to migrate irregularly. This indicates that despite all the dangers, irregular migration still seems worth it to them. This also reflects that knowledge and confidence of not experiencing those risks are not as strong as the hope that if they are successful, it would be worth the risk. The information campaign would have to consider such elements in designing the content, particularly on risks. Messaging may also consider including the struggles of irregular migrants even after they have arrived on European countries.

The survey reveals that respondents rely on returnees, the internet, social media, and contacts abroad for migration related information. While deportees are looked upon with shame in the society, voluntary returnees were highlighted as reliable sources of information. As key influencers, the PARIM campaign could actively engage some returnees in the campaign. Moreover, friends and family in Pakistan, as well as abroad were mentioned as key supporters during the migration preparation. In this regard, diaspora members, preferably those who are personally known to potential migrants may also prove to be useful for communicating the campaign’s message. This aspect is further examined in the Diaspora Mapping Report produced by ICMPD under Task 2.3.

The survey also clarify the most common activities that respondents engage in on a daily basis to assess the targeting mechanism of the campaign. Internet usage was also high among the respondents, across the districts and urban/rural geographies. Only in Sialkot, internet usage was reported low. Watching television news programmes was also cited as a common activity. If resources allow, media outreach through television could also be useful in this case. Community events were also mentioned as common engagement activities creating scope for more interactive events for migration information dissemination, particularly in rural contexts. District-wise insights presented in the report would be helpful to customise the campaign as per the context specific requirements of each district. However, since the communication strategy is expected to be rolled out in a live dynamic environment with active social, economic, environmental and political change occurring simultaneously, implementation of communication strategy would require constant monitoring and evaluation to learn and adapt the strategy while acknowledging the changing dynamics.

Lastly, the need for promotion of regular pathways of migration to Europe were highlighted, along with the need for more information on the risks of irregular migration. These two aspects could be used to design the broad themes of the communication campaign, while adopting communication techniques that affect knowledge, intentions, and decisions, based on the desired outcome (i.e. deterring irregular migration or promoting more knowledge-based decisions).

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