

Monthly Project Status Report		26th March 2024 - 25th April 2024													
Report Period		Communications/ Social Media													
Completed Tasks For past Month	Date	Engagement	Communications Comparative Engagement Statistics												
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Beyond The Plate for My 2024	TBD														
MRP recipes	TBD														
MRP articles	TBD														
Further Leads	Date														
Newsletter															
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<a href="#">Hands that crochet, cook, and cast votes</a>	Emails Sent - 5416 Opened by - 2147 Links Clicked - 36														
Articles & Recipes															
<a href="#">'Even now, when I close my eyes, I feel like I can see the soul of Jowar'</a>	April 25, 2024														
<a href="#">Jowar Dhaha</a>	April 25, 2024														
<a href="#">Kodo millet and Mango Pancakes</a>	April 24, 2025														
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An Inside my kitchen photo essay about koozh, a fermented millet drink from Tamil Nadu															
Op-ed by Lakshman about the conversations surrounding millets															
Comic about millets as future food															
Recipe Video															
Completed Tasks For This Month	Date														
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Collabs/ F&B Industry/ More	
Completed Tasks For This Month	Details
She Moves Food: An Immersive Dining Experience	The Locavore and ChefTzac in collaboration with IMMERSE hosted and curated a 5 course dining experience where we celebrated women entrepreneurs who champion sustainable and equitable food system practices. The salad course in the dining experience included a vibrant Summer Millet Salad with Millets from Tillage.
The Locavore's Birthday Potluck	On 7th April, The Locavore held a pan-India birthday potluck across 7 cities simultaneously. Several attendees inspired by the Millet Revival Project brought Millet focused items - more details in the qualitative report.
Further Leads	Details
Biofach Journal	Opportunity to feature the Millet Revival Project on Biofach - An e-magazine on the organic industry <a href="https://biofach-india.com/biofach-india-e-journal">https://biofach-india.com/biofach-india-e-journal</a>
WASSAN Project	Potential Project on Mainstreaming millets in rural India beginning with their eastern regions.
Wholsum Foods Project	Ongoing Project for transitioning Wholsum Foods (Slurp Farm) into sourcing Jowar & Ragi directly from farmers
Nair on Fire Restaurant	Potential Collaboration with Nair on Fire restaurant - elements yet to be finalized
PR	
<a href="#">The Locavore, doing good through food</a>	Article on the Hindu
<a href="#">Kolkata's Sienna Cafe hosted a birthday potluck for The Locavore's second anniversary</a>	Article on The Telegraph