

Monthly Project Status Report	
Report Period	September,2023
Communications/ Social Media	
Completed Tasks For past Month	Date
Jowar Ka Meetha	1st September
Elevate Your Millet Cooking Workshop - Story Highlights	4th September
Elevate Your Millet Cooking Workshop - Glimpses of the Event	6th September
MRP Hiring Callout	11th September
Beyond Malt: Discovering the secret to millet beers	20th September
Plans For Next Month	Date
Songs of Survival: The Cultural Memory that Kept Millets Alive	October 1st week
Foxtail Jadoh With Tungtap and Salad by Sayani Sengupta	TBD
Nachni Ki Shaami by Chef Bhairav Singh of Native Bombay	TBD
Further Leads	Date
NA	NA
Articles	
Completed Tasks For This Month	Date
Beyond Malt: Discovering the secret to millet beers	18th September
Jowar ka Meetha - recipe by Chef Bhairav	1st September
Plans For Next Month	Date
Songs of Survival: The Cultural Memory that Kept Millets Alive	October 1st week
Foxtail Jadoh With Tungtap and Salad by Sayani Sengupta	TBD
Nachni Ki Shaami by Chef Bhairav Singh of Native Bombay	TBD
Further Leads	Date
Millets in the PDS by Ananya Vhavle	TBD
Elephants and Ragi by Shivani Unakar	TBD
Collabs/ F&B Industry/ More	
Completed Tasks For This Month	Date
NA	NA
Plans For Next Month	Date
NA	NA
Further Leads	Date
NA	NA
Events	
Completed Tasks For This Month	Date
Millet Cooking Workshop at the Native Bombay	Sept 3rd
Incorporating millets on to the menus of Heritage hotels across india at the annual IHHA (https://indianheritagehotels.com/) congress in Jaipur	15-17 Sept
Plans For Next Month	Date
NA	NA

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Further Leads	Date
Cluster Event for Q1	TBD
Press/ PR	
Completed Tasks For This Month	Date
Native Bombay and The Locavore Join Forces For A Special Millet Menu Extravaganza!	1/sept/2023
Plans For Next Month	Date
NA	NA
Further Leads	Date
NA	NA
Communications/ Social Media	
Engagement	Statistics/ Engagement Rate
Jowar Ka Meetha	Instagram Reach - 8K + Impressions - 8.5K + Twitter Impressions - 130 LinkedIn Impressions - 145
Elevate Your Millet Cooking Workshop - Story Highlights	Instagram Stories Reach - 450-300
Elevate Your Millet Cooking Workshop - Glimpses of the Event	Instagram Reach - 4.5K+ Impressions - 6K+ Twitter Impressions - 103 LinkedIn Impressions - 232

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MRP Hiring Callout	<p>Instagram Reach - 10.6K Impressions - 14.1K</p> <p>Twitter Impressions - 110</p> <p>LinkedIn Impressions - 261</p>				
Beyond Malt: Discovering the secret to millet beers	<p>Instagram Reach - 1.8K Impressions - 2.5K</p> <p>Twitter Impressions - 80</p> <p>LinkedIn Impressions - 840</p>				