

Monthly Project Status Report	
Report Period	June-August,2023
Communications/ Social Media	
Completed Tasks For past 3 Months	Date
MRP Phase 2 Volunteer Callout	August 25th
MRP Phase 2 Announcement	August 23rd
Mighty Millets Event Breakdown	August 10th
Mighty Millets Event Announcement	August 5th
'Pruthvi Che Shetkari' (Farmers of the Earth) - Theatrical Production Showcase	28th July
Brewing With Millets- Event Breakdown	25th July
Brewing With Millets Announcement	13th July
Phase 1 research Engines summary post & Volunteer Showcase	4th July
Millet Meetup Mumbai - Event video	29th June
Mixed Millet Rotla Recipe	June 13th
Tap Takeover Event Breakdown	7th June
Ragi Laddoo Recipe	6th June
Plans For Next Month	Date
Jowar & Jackfruit Taco Recipe	TBD
Millet Songs by Sohel Sarkar	TBD
Know Your Desi Millets Series on Social Media	TBD
Further Leads	Date
NA	NA
Articles	
Completed Tasks For This Month	Date
Recipe: Jackfruit Birria Taco	August 22nd
Recipe: Mixed Millet Rotla	June 13th
Plans For Next Month	
Interview with Millet Brewers – GSA – by Team Locavore – part of our upcoming series of in depth interviews with stakeholders in the millet landscape	TBD
Millet Songs by Sohel Sarkar – A story about the millet farming songs that communities would sing while planting and harvesting millets that were lost over the years but are now slowly coming back with the resurgence/revival of millets	TBD
Further Leads	
Millets in the PDS by Ananya Vhavl	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

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Further Leads	Date				
Millet project by Christ Junior College-IBDP in collaboration with different schools	TBD				
Events					
Completed Tasks For This Month	Date				
Brewing with Millets – Beyond The Plate	19th July				
Tap Takeover by GSA – Millet Beer series	4th June				
Plans For Next 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				
Further Leads	Date				
NA	NA				
Press/ PR					
Completed Tasks For This Month	Date				
NA	NA				
Plans For Next Month	Date				
NA	NA				
Further Leads	Date				
NA	NA				
Communications/ Social Media					
Engagement	Statistics/ Engagement Rate				
MRP Phase 2 Volunteer Callout	Instagram Reach - 3.9K+ Impressions - 5.4K+ Twitter Impressions - 532 LinkedIn Impressions - 176				
MRP Phase 2 Announcement	Instagram Reach - 4K+ Impressions - 5.4K+ Twitter Impressions - 390 LinkedIn				

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Mighty Millets Event Breakdown	Instagram Reach - 2K+ Impressions - 2.6K+ Twitter Impressions - 100 LinkedIn Impressions - 197				
Mighty Millets Event Announcement	Instagram Reach - 3K Impressions - 4.1K Twitter Impressions - 134 LinkedIn Impressions - 137				
'Pruthvi Che Shetkari' (Farmers of the Earth) - Theatrical Production Showcase	Instagram Reach - 1K Impressions - 1.3K Twitter Impressions - 136 LinkedIn Impressions - 123				
Brewing With Millets- Event Breakdown	Instagram Reach - 3.5K+ Impressions - 4.8K+ Twitter Impressions - 316 LinkedIn Impressions - 517				
Brewing With Millets Announcement	Instagram Reach - 1.7K+ Impressions - 1.9K+ Twitter Impressions - 1.1K+ LinkedIn Impressions - 100				

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Phase 1 research Engines summary post & Volunteer Showcase	Instagram Reach - 11.8K+ Impressions - 16.4K+ Twitter Impressions - 543 LinkedIn Impressions - 342				
Millet Meetup Mumbai - Event video	Instagram Reach - 3.2K Impressions - 3.5K Twitter Impressions - 817 LinkedIn Impressions - 124				
Mixed Millet Rotla Recipe	Instagram Reach - 14.7K+ Reel Plays - 16.3K+ Twitter Impressions - 223 LinkedIn Impressions - 146				
Tap Takeover Event Breakdown	Instagram Reach - 4.7K+ Impressions - 6.2K Twitter Impressions - 303 LinkedIn Impressions - 235				
Ragi Laddoo Recipe	Instagram Reach - 2.4K+ Impressions - 3.1K+ Twitter Impressions - 1.3K+ LinkedIn Impressions - 307				