

Millet Revival Project Monthly Project Status Report	
Report Period	May
Communications/ Social Media	
Completed Tasks For This Month	Date
Millet Resource Bank: Callout for millet-based food brands and restaurants (1 post and 1 story)	May 2
MRP: Recap of Phase 1 (1 carousel post and 3 stories)	May 17
Announcement—Beyond The Plate: Charting The Future of Millets (1 post and 1 story)	May 18
Open for RSVP: Millet Tap Takeover Post #1 (1 post)	May 21
Open for sign ups: Millet Cooking Workshop (1 post and 1 story)	May 22
Unveiling speakers—Beyond The Plate: Charting The Future of Millets (1 carousel post and 10 stories)	May 23
About the event: Millet Cooking Workshop (1 carousel post)	May 27
Event breakdown + RSVP: Millet Tap Takeover (1 carousel post and 1 story)	May 30
Articles	
Completed Tasks For This Month	Date
Recipe: Ragi Laddoo (what is served to children in anganwadis in Odisha)	30 May
Interviews with Millet Growers in Meghalaya' by Nida Hynniewta (Draft)	6-15 June
Plans For Next Month	
Millets in the PDS - Ananya Vhavle	30 June
Recipe: Mixed millet rotla	7 June
Further Leads	
Songs of Survival - Sohel Sarkar	TBD
Millets and Climate Change - Sukanya Basu	TBD
Collabs/ F&B Industry/ More	
Completed Tasks For This Month	Date
"Salt of the Earth" Millet Beer with Great State Aleworks	4 June
Further Leads	
Google Arts & Culture	TBD
Events	
Completed Tasks For This Month	Date
Beyond The Plate: Charting The Future of Millets	May 24 (76 Pax Attended)
Millet Cooking Workshop with Shalini Rajani	May 27 (59-64 Pax Attended)

Plans For Next Month	Date
Millet Tap Takeover with Great State Aleworks at Bonobo, Mumbai	June 4
Further Leads	Date
Satellite Events via Beyond The Plate	TBD
Press/ PR	
Completed Tasks For This Month	Date
Mint Lounge: There is more to millets than just porridge and pancakes	April 8
Plans For Next Month	Date
CBC News (Canada Broadcasting Corporation) to cover the Millet Tap Takeover	June 2023
Mint Lounge: Story on millets in the north east	June 2023
Outcomes	
Millet Resource Bank	May 2023
Research Database - Policy Papers & Articles	May 2023
Recipes by Cooking Lab - 62 Recipes as of 31 May 2023	May 2023
Communications/ Social Media	
Engagement	Statistics/ Engagement Rate
Call out for millet based food brands and restaurants (1 post and 1 story)	<p>Instagram Reach - 5.1k Impressions - 5.6k</p> <p>Twitter Impressions - 1348</p> <p>LinkedIn Impressions - 120</p>
MRP: Recap of Phase 1 + Upcoming events	<p>Instagram Reach - 1k Impressions - 1.2k</p> <p>Twitter Impressions - 444</p> <p>LinkedIn Impressions - 91</p>

<p>Announcement—Beyond The Plate: Charting The Future of Millets</p>	<p>Instagram Reach - 4k Impressions - 4.4k</p> <p>Twitter Impressions - 719</p> <p>LinkedIn Impressions - 67</p>
<p>Open for RSVP: Millet Tap Takeover Post #1</p>	<p>Instagram Reach - 7.8k Impressions - 8.2k</p> <p>Twitter Impressions - 193</p> <p>LinkedIn Impressions - 101</p>
<p>Open for sign ups: Millet Cooking Workshop</p>	<p>Instagram Reach - 8.5k Impressions - 9.4k</p> <p>Twitter Impressions - 810</p> <p>LinkedIn Impressions - 95</p>
<p>Unveiling speakers—Beyond The Plate: Charting The Future of Millets</p>	<p>Instagram Reach - 7.4k Impressions - 9.4k</p> <p>Twitter Impressions - 1201</p> <p>LinkedIn Impressions - 243</p>
<p>About the event: Millet Cooking Workshop</p>	<p>Instagram Reach - 4.2k Impressions - 5.7k</p> <p>Twitter Impressions - 301</p> <p>LinkedIn Impressions - 144</p>

Event breakdown + RSVP: Millet Tap Takeover

Instagram

Reach - 1.1k
Impressions - 1.4k

Twitter

Impressions - 220

LinkedIn

Impressions - 47