Manadali, Daninat Chatana D							
Monthly Project Status R Report Period	March,2024						
Communications/ Social I				Communications Compa	ritive Engagement Statistics		
Completed Tasks For past Month	Date	Engagement	March 2024	February 2024	January 2024	December 2023	November 2023
Article: What Can Charred Plant Remains Tell Us About the History of Millet Cultivation?	6th March 2024	Recipe Video	Jowar ki Raab (collab post) Instagram Plays - 46,203 Twitter Impressions - 74 LinkedIn Views - 66+"	Proso Phirni Instagram Reach - 2.2K+ Plays - 3.5k Twitter Impressions - 340+ LinkedIn Impressions - 150+	Mandia Pej Instagram Reach - 5.3k+ Plays - 10.2k+ Twitter Impressions - 70 LinkedIn Impressions - 110+	Sama Chal Potol Pulao Instagram Reach - 2063 Plays - 5700 Twitter Impressions - 75 LinkedIn Impressions - 54	Little Millet Upma Instagram Reach - 1.8k Plays - 4030 Twitter Impressions - 27 LinkedIn Impressions - 48
Recipe: Mushroom Congee with Barnyard Milet	11th March 2024	Article	What Can Charred Plant Remains. Tell Us About the History of Millet Cultivation? Instagram Reach - 1.6K+ Impressions - 1.9K+ Twitter Impressions - 177+ LinkedIn Impressions - 221+		Shared with Elephants Instagram Reach - 2.6K+ Impressions - 3K+ Twitter Impressions - 130+ LinkedIn Impressions - 220+		Millets in the PDS Instagram Reach - 2K+ Impressions - 2.5K+ Twitter Impressions - 750+ LinkedIn Impressions - 240+
Announcement: F & B Collab with Project Hum	13th March 2024	Announcements for Events	Beyond The Plate: Making Millet Desireable Instagram Reach - 4K+ Impressions - 4.2K+ Twitter Impressions - 279+ LinkedIn Impressions - 180+	Announcement: MRP Events in New Delhi Instagram Reach - 7.8K+ Impressions - 8.4K+ Twitter Impressions - 140+ LinkedIn Impressions - 130+	MRP Website Launch Teaser Instagram Reach - 4.9K+ Plays - 9.5K+ Twitter Impressions - 110+ LinkedIn Impressions - 120		Cluster Events in Bhubaneswar: Announcement Instagram Reach - 15.1K+ Plays - 22.4K Reel interactions: 500+ LinkedIn Impressions - 70+
Beyond The Plate: Making Millet Desireable.	15th March 2024	General	Announcement: Project Hum Collab Instagram Plays - 30,859	Throwback: MRP meetup in Bhuwaneswar Instagram Reach - 6.2K+ Plays - 8.7K+ Twitter Impressions - 240+ LinkedIn Impressions - 140+	Know Your Desi Millets: Proso Instagram Reach - 1.1k Impressions - 1300+ Twitter Impressions - 280+ LinkedIn Impressions - 150+	Know Your Desi Millet - Little Millets Instagram Reach - 3.5k Impressions - 4k Twitter Impressions - 207 LinkedIn Impressions - 100	Know Your Desi Millets: Bajra Instagram Reach - 5.6K+ Impressions - 6.5K+ Twitter Impressions - 180+ LinkedIn Impressions - 170+
Post 2: F & B Collab with Project Hum	18th March 2024	Newsletter	Making Millets Desirable Emails Sent - 4975 Opened by - 1987 Links Clicked - 57	Everything millet under one roof Emails Sent - 4998 Opened by - 1245 Links Clicked - 74	Congee at the end of winter Emails Sent - 4765 Opened by - 1972 Links Clicked - 67	Impact means to collide Emails Sent - 4765 Opened by - 2319 Links Clicked - 66	Unveil the past, nourish the future Emails Sent - 4,727 Opened by - 1900 Links Clicked - 33
Beyond The Plate: Speaker Announcement	19th March 2024						
Article 2: 'Kutki Gets Ready Just with Dew'	26th March 2024						
Recipe Video: Jowar ki Raab	28th March 2024						
Plans For Next Month	Date						

Monthly Project Status Re	enort
Report Period	March,2024
Beyond the Plate	TBD
Different sections of the MRP Website	TBD
Millet recipes	TBD
Further Leads	Date
Newsletter	
Completed Tasks For This Month	Date
Making Millets Desirable	Emails Sent - 4975 Opened by - 1987 Links Clicked - 57
Articles & Recipes	
'Kutki Gets Ready Just with Dew'	March 14, 2024
The Tenacious Entrepreneur: How Women are	
Leading Millet Processing	March 29, 2024
Kutki Rice and Hare Chane ka Saag	March 15, 2024
Foxtail and Mutton Pitha	March 27, 2024
Foxtail Ganji Annam with Fish Pickle	March 27, 2024
Jowar ki Raab	March 28, 2024
Plans For Next Monti	
nterview with filmmaker Mr. Laxminarayan about his film Jowar Gatha and a limited time screening on the MRP website	TBD
A piece by Lakshman Kalasapudi that looks at the conversations happening around millets through the past decade and why some things haven't changed	TBD
A piece by Throvnica Chandru that looks at disappearing traditional millet recipes in Chennai	TBD
Recipe Video	
Completed Tasks For This Month	Date
Recipe Video: Jowar ki Raab	28th March 2024
Events Completed Tasks For This Month	Date
BTP - Making Millets Desirable: Millets in Food	
Establishments	21st March
Social Media	CLUL II
Engagement	Statistics
	Instagram Reach - 1.6K+ Impressions - 1.9K+
Article: What Can Charred Plant Remains Tell Us About the History of Millet Cultivation?	Twitter Impressions - 177+
	LinkedIn Impressions - 221+
	Instagram Reach - 2K+ Impressions - 2.5+
Recipe: Mushroom Congee with Barnyard Milet	Twitter Impressions - 241+
	LinkedIn Impressions - 295+

Monthly Project Status	Report			
Report Period	March,2024			
Announcement: F & B Collab with Project Hum	Instagram Plays - 30,859			
Beyond The Plate: Making Millet Desireable	Instagram Reach - 4K+ Impressions - 4.2K+ Twitter Impressions - 279+ LinkedIn Impressions - 180+			
Post 2: F & B. Collab with Project Hum	Instagram Reach - 13.9K+ Impressions - 16.5+			
Beyond The Plate: Speaker Announcement	Instagram Reach - 1.9K+ Impressions - 2.3K+ Twitter Impressions - 80+ LinkedIn Impressions - 255+			
Article 2: 'Kutki Gets Ready Just with Dew'	Instagram Reach - 1.8K+ Impressions - 2.2K+ Twitter Impressions - 320+ LinkedIn Impressions - 233+			
<u>Recipe Video: Jowar ki Raab</u>	Instagram Plays - 46,203 Twitter Impressions - 74 LinkedIn Views - 66+			
Collabs/ F&B Industry/	More			
Completed Tasks For This Month	Details			
Project Hum (Cafe)	Launched The Locavore Summer Bowl as a special on Project Hum for dine-in / take-away and delivery			
Further Leads	Details			
Biofach Journal	Opportunity to feature the Millet Revival Project on Biofach - An e- magazine on the organic industry https://biofach-india.com/biofach- india-e-journal			

Monthly Project Status Report		
	Report Period	March,2024
	WASSAN Project	Potential Project on Mainstreaming millets in rural India beginning with their eastern regions
	WhoIsum Foods Project	Potential Project for transitioning Wholsum Foods (Slurrp Farm) into sourcing directly from farmers
	Nair on Fire Restaurant	Potential Collaboration with Nair on Fire restaurant - elements yet to be finalized
	Ishara Restaurant	Potential collaboration with ishara restaurant to introduce a limited edition millet focused menu item across 6 cities in India