



Monthly Project Status Report	
<b>Report Period</b>	March,2024
Beyond the Plate	TBD
Different sections of the MRP Website	TBD
Millet recipes	TBD
Further Leads	Date
Newsletter	
<b>Completed Tasks For This Month</b>	<b>Date</b>
<a href="#">Making Millets Desirable</a>	Emails Sent - 4975 Opened by - 1987 Links Clicked - 57
Articles & Recipes	
<a href="#">'Kutki Gets Ready Just with Dew'</a>	March 14, 2024
<a href="#">The Tenacious Entrepreneur: How Women are Leading Millet Processing</a>	March 29, 2024
<a href="#">Kutki Rice and Hare Chane ka Saag</a>	March 15, 2024
<a href="#">Foxtail and Mutton Pitha</a>	March 27, 2024
<a href="#">Foxtail Ganji Annam with Fish Pickle</a>	March 27, 2024
<a href="#">Jowar ki Raab</a>	March 28, 2024
Plans For Next Month	
Interview 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	
<b>Completed Tasks For This Month</b>	<b>Date</b>
<a href="#">Recipe Video: Jowar ki Raab</a>	28th March 2024
Events	
<b>Completed Tasks For This Month</b>	<b>Date</b>
<a href="#">BTP - Making Millets Desirable: Millets in Food Establishments</a>	21st March
Social Media	
<b>Engagement</b>	<b>Statistics</b>
<a href="#">Article: What Can Charred Plant Remains Tell Us About the History of Millet Cultivation?</a>	<b>Instagram</b> Reach - 1.6K+ Impressions - 1.9K+
	<b>Twitter</b> Impressions - 177+
<a href="#">Recipe: Mushroom Congee with Barnyard Millet</a>	<b>LinkedIn</b> Impressions - 221+
	<b>Instagram</b> Reach - 2K+ Impressions - 2.5+
	<b>Twitter</b> Impressions - 241+
	<b>LinkedIn</b> Impressions - 295+

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<a href="#">Announcement: F &amp; B Collab with Project Hum</a>	<b>Instagram</b> Plays - 30,859							
<a href="#">Beyond The Plate: Making Millet Desireable</a>	<b>Instagram</b> Reach - 4K+ Impressions - 4.2K+ <b>Twitter</b> Impressions - 279+ <b>LinkedIn</b> Impressions - 180+							
<a href="#">Post 2: F &amp; B Collab with Project Hum</a>	<b>Instagram</b> Reach - 13.9K+ Impressions - 16.5+							
<a href="#">Beyond The Plate: Speaker Announcement</a>	<b>Instagram</b> Reach - 1.9K+ Impressions - 2.3K+ <b>Twitter</b> Impressions - 80+ <b>LinkedIn</b> Impressions - 255+							
<a href="#">Article 2: 'Kutki Gets Ready Just with Dew'</a>	<b>Instagram</b> Reach - 1.8K+ Impressions - 2.2K+ <b>Twitter</b> Impressions - 320+ <b>LinkedIn</b> Impressions - 233+							
<a href="#">Recipe Video: Jowar ki Raab</a>	<b>Instagram</b> Plays - 46,203 <b>Twitter</b> Impressions - 74 <b>LinkedIn</b> 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 <a href="https://biofach-india.com/biofach-india-e-journal">https://biofach-india.com/biofach-india-e-journal</a>							

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WASSAN Project	Potential Project on Mainstreaming millets in rural India beginning with their eastern regions							
Wholsum Foods Project	Potential Project for transitioning Wholsum Foods (Slurpp 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							