

Millet Revival Project | Monthly Project Status Report

Report Period	March 2023
<b>Communications/ Social Media</b>	
Completed Tasks For This Month	Date
Millet Resource Bank - Call out for consumer brands (1 post & story)	Mar 3
Announcement of the Millet Meetup in Mumbai (1 post)	Mar 6
The Return of the Forgotten Millet by Arathi Menon (1 reel & 10 stories)	Mar 7
Highlights of the Millet Meetup in Mumbai (1 post & 56 stories)	Mar 15 & 16
Highlights from NESFAS X The Locavore's two day event focussing on millets (2 posts 1 reel & over 100 stories)	Mar 18 - 21
Millet Resource Bank - Call out for knowledge partners (1 post and stories)	Mar 22
Millet Resource Bank - Call out for restaurants (1 post & story)	Mar 25
Highlights of the millet based dishes cooked at the Locavore Meetup in Shillong with NESFAS (A reel & story)	Mar 29
Plans For Next Month	Date
Millet recipe - Krai soup - on World Health Day	Apr 7
Breakdown the effects of millets on climate	Through the course of the month
<b>Articles</b>	
Completed Tasks For This Month	Date
<a href="#">A piece by Arathi Menon on the revival of millets</a>	March 6
An <a href="#">interview with Aashima Chaudhary, Program Manager at WASSAN</a> - talking about the strengths of Odisha Millets Mission, and their various efforts.	March 23
<a href="#">Bajri Methi Gota recipe</a>	March 30
Plans For Next Month	Date
Krai soup recipe from the NESFAS event	April 7
An excerpt from the recent book 'Seeds and Food Sovereignty: Eastern Himalayan Experiences' focussing on millets	April 20
Millets in the PDS (Climate & Policy Lab-led)	April 27
Further Leads	Date
Interview with millet growers from Meghalaya: Hearing the farmers' perspective by Nida Hynniewta	
Exploring articles on the economics of millets, and millets and the climate crisis (these will be research-led)	
<b>Collabs/ F&amp;B Industry/ More</b>	
Completed Tasks For This Month	Date
Onboarded Minhaj Ameen as our Research Mentor	March 12
Confirmed 6 Volunteers for MRP Climate & Policy Lab	-
Confirmed 9 Volunteers for MRP Cooking Lab	-
Confirmed 12 Volunteers for MRP Millet Resource Bank	-
Plans For Next Month	Date
Planning and structuring Beyond The Plate	Throughout April
Submisisions - Cooking Lab - Millet Profile, Resource Bank, and Research Database	Third Week of April
Upload of all of the above	1 Week May



<p>The Return of the Forgotten Millet by Arathi Menon post, reel and stories</p>	<p><b>Instagram</b> Reach - 10.1k Views - 11.2k</p> <p><b>Twitter</b> Impressions - 757</p> <p><b>LinkedIn</b> Impressions - 746</p> <p><b>Website views</b> - 2k</p>
<p>The Locavore X NESFAS Millet Event post, reel and stories</p>	<p><b>Instagram</b> Reach - 37.7k Impressions - 17.1k Views - 27.5k</p> <p><b>Twitter</b> Impressions - 700</p> <p><b>LinkedIn</b> Impressions - 184 +</p>
<p>Millet Resource Bank - Call out for knowledge partners post and story</p>	<p><b>Instagram</b> Reach - 4.6k Impressions - 5.1k</p> <p><b>Twitter</b> Impressions - 430</p> <p><b>LinkedIn</b> Impressions - 279</p>
<p>Millet Resource Bank - Call out for restaurants post &amp; story</p>	<p><b>Instagram</b> Reach - 11.2k Impressions - 13.2k</p> <p><b>Twitter</b> Impressions - 1.5k</p> <p><b>LinkedIn</b> Impressions - 266</p>
<p>Return of the Forgotten Millet by Arathi Menon and Odisha Millets Mission mentioned in The Locavore's March Newsletter</p>	<p>Newsletter sent to 4,034 subscribers and was opened a total of 973 times</p>
<p>MRP page on The Locavore website</p>	<p>Views 1.1k</p>