Millet Revival Project Monthly Project Status Repo	prt
Report Period	March 2023
Communications/ Social Media	
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
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Articles	
Completed Tasks For This Month	Date
A piece by Arathi Menon on the revival of millets	March 6
An <u>interview with Aashima Chaudhary, Program Manager at WASSAN</u> - talking about the strengths of Odisha Millets Mission, and their various efforts.	March 23
Bajri Methi Gota recipe	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	2010
Exploring articles on the economics of millets, and millets and the climate crisis (these will be research-led)	
Collabs/ F&B Industry/ More	
Completed Tasks For This Month	Date
Onboared 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
Submisisons - Cooking Lab - Millet Profile, Resource Bank, and Research Database	Third Week of April
Upload of all of the above	1 Week May

Further Leads	Date
Collab with Tata Soulfull	In proposal phase
Collab with Slurrp Farm	In proposal phase
Potential pilot project with Maharashtra Nutrition Mission	In proposal phase
Potential involvement in the G20 Summit in Delhi	September 2023
Tying in MRP and millets into Serendipity Arts Festival	December 2023
Events	
Completed Tasks For This Month	Date
TL Meetup - Mumbai Let's Talk About Millets!	March 12
Celebration of Millet - An Indigenous Peoples Heritage of Meghalaya Shillong	March 15 & 16
Press/ PR	
Completed Tasks For This Month	Date
<u>The Shillong Times:</u>	om/2023/03/17/nesfas-celebrates-me
NESFAS:	chefs-and-communities-from-meghala
<u>Syllad:</u>	om/millet-has-distinctive-taste-and-it
Highland Post:	t.com/nesfas-chefs-cook-up-a-storm-v
ne Meghalayan (this is a video featuring Kong Ampareen, Agricultural Minister and MI	.Aagram.com/reel/Cp2XAYwjiSJ/?igshid=
<u>India Posts English:</u>	s://india.postsen.com/local/326316.h
Wyrta (this article is in Khasi):	ıen-ka-nesfas-yei-sdang-rep-biang-ya-
http://News.in:	ww.news.in/headlines/meghalaya/5/6
Communications/ Social Media	
Engagement	Statistics/ Engagement Rate
	Instagram
	Reach - 4.9k Impressions - 5.4k
	Impressions 5.4k
Millet Resource Bank - Call out for consumer brands post and story	Twitter
	Impressions - 1.8k
	LinkedIn
	Impressions - 538
	Instagram
	Reach - 14.3k
	Impressions - 17k
Millet Meetup in Mumbai posts & stories	Twitter
ivilliet ivieetup iii iviuiiibai posts & stories	Impressions - 1.8k
	LinkedIn
	Impressions - 400+

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