

Monthly Project Status Report	
Report Period	January,2024
Communications/ Social Media	
Completed Tasks For past Month	Date
<a href="#">Recipe: Handvo with Barnyard Millet</a>	January 11, 2024
<a href="#">Know Your Desi Millets: Proso</a>	January 15, 2024
<a href="#">MRP Website Launch Teaser</a>	January 17, 2024
<a href="#">Quiz on Millets (to promote the website)</a>	January 18, 2024
<a href="#">Locavores share millet struggles: MRP Website Launch</a>	January 18, 2024
<a href="#">Shared with Elephants</a>	January 22, 2024
<a href="#">Beyond The Plate: Reimagining the PDS for Food Sovereignty</a>	January 26, 2024
<a href="#">Recipe Video: Mandia Pej</a>	January 27, 2024
Plans For Next Month	Date
Know Your Desi Millets - Kodo	TBA
Millet Recipes	TBA
Q2 Cluster Events	TBA
Millet Stories/Articles	TBA
Further Leads	Date
Newsletter	
Completed Tasks For This Month	Date
<a href="#">Congee at the end of winter</a>	January 17, 2024
<a href="#">Seeds of Change: Sowing a Future with You</a>	January 29, 2024
Articles & Recipes	
<a href="#">Roasted Sama Chaal aur Khas Khas ki Kheer</a>	January 29, 2024
<a href="#">Thalipeeth</a>	January 29, 2024
<a href="#">Mandia Pej</a>	January 29, 2024

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<a href="#">Translation of Millets in the PDS piece to Hindi on IDR - सार्वजनिक वितरण प्रणाली के ज़रिए ज्वार-बाजरा को आम लोगों तक पहुंचाना</a>	January 22, 2024
Interview with Dr. Dorian Fuller	forthcoming
Plans For Next Month	
Bajra Jeera Lanka Crackers with Ambula Dip	TBD
Kodo Millet Wraps with Mutton/Mushroom Besara	TBD
Vanilla Ragi Custard with Port Wine Stewed Dry Fruits	TBD
Story on little millet in Madhya Pradesh	TBD
Further Leads	
Foxtail millet recipes like pitha, chicken biryani and ganji annam	
Recipe Video	
Completed Tasks For This Month	Date
<a href="#">Recipe Video: Mandia Pej</a>	January 27, 2024
Events	
Completed Tasks For This Month	Date
Beyond The Plate: Reimagining the PDS for Food Sovereignty	30th Jan, 2024
Plans For Next Month	Date
MRP Cooking Workshop - New Delhi	24th Feb, 2024, 11 am - 3 pm
A Millets & Climate-themed party - New Delhi	25th Feb, 2024, 5 pm onwards
Miscellaneous	
Completed Tasks For This Month	Date

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<a href="#">Millet Revival Project Website Launched</a>	January 18th, 2024
Communications/ Social Media / Newsletter	
Engagement	Statistics/ Engagement Rate
<a href="#">Congee at the end of winter</a>	Emails Sent - 4765 Opened by - 1972 Links Clicked - 67
<a href="#">Seeds of Change: Sowing a Future with You</a>	Emails Sent - 4861 Opened by - 1782 Links Clicked - 41
<a href="#">Recipe: Handvo with Barnyard Millet</a>	<p><b>Instagram</b>            Reach - 2000+            Impressions - 2300+</p> <p><b>Twitter</b>            Impressions - 200</p> <p><b>LinkedIn</b>            Impressions - 260+</p>
<a href="#">Know Your Desi Millets: Proso</a>	<p><b>Instagram</b>            Reach - 1100+            Impressions - 1300+</p> <p><b>Twitter</b>            Impressions - 280+</p> <p><b>LinkedIn</b>            Impressions - 150+</p>

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<a href="#">MRP Website Launch Teaser</a>	<p><b>Instagram</b> Reach - 4.5K+ Plays - 9.1K+</p> <p><b>Twitter</b> Impressions - 100</p> <p><b>LinkedIn</b> Impressions - 110+</p>
<a href="#">Quiz on Millets (to promote the website)</a>	<p><b>Instagram</b> Reach - 200+</p>
<a href="#">Locavores share millet struggles: MRP Website Launch</a>	<p><b>Instagram</b> Reach - 25.6K+ Plays - 33.4K+</p> <p><b>Twitter</b> Impressions - 420+</p> <p><b>LinkedIn</b> Impressions - 115</p>
<a href="#">Shared with Elephants:</a>	<p><b>Instagram</b> Reach - 2.3K+ Impressions - 2.7K+</p> <p><b>Twitter</b> Impressions - 120+</p> <p><b>LinkedIn</b> Impressions - 180+</p>

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<a href="#">Beyond The Plate: Reimagining the PDS for Food Sovereignty</a>	<p><b>Instagram</b> Reach - 3000+ Impressions - 3.2K+</p> <p><b>Twitter</b> Impressions - 700+</p> <p><b>LinkedIn</b> Impressions - 70</p>
<a href="#">Recipe Video: Mandia Pej</a>	<p><b>Instagram</b> Reach - 5.3K+ Plays - 8.5K+</p> <p><b>Twitter</b> Impressions - 70</p> <p><b>LinkedIn</b> Impressions - 110+</p>