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fssai
भारतीय खाद्य सुरक्षा एवं मानक प्राधिकरण
Food Safety and Standards Authority of India



स्वास्थ्य एवं
परिवार कल्याण मंत्रालय
MINISTRY OF
HEALTH AND
FAMILY WELFARE

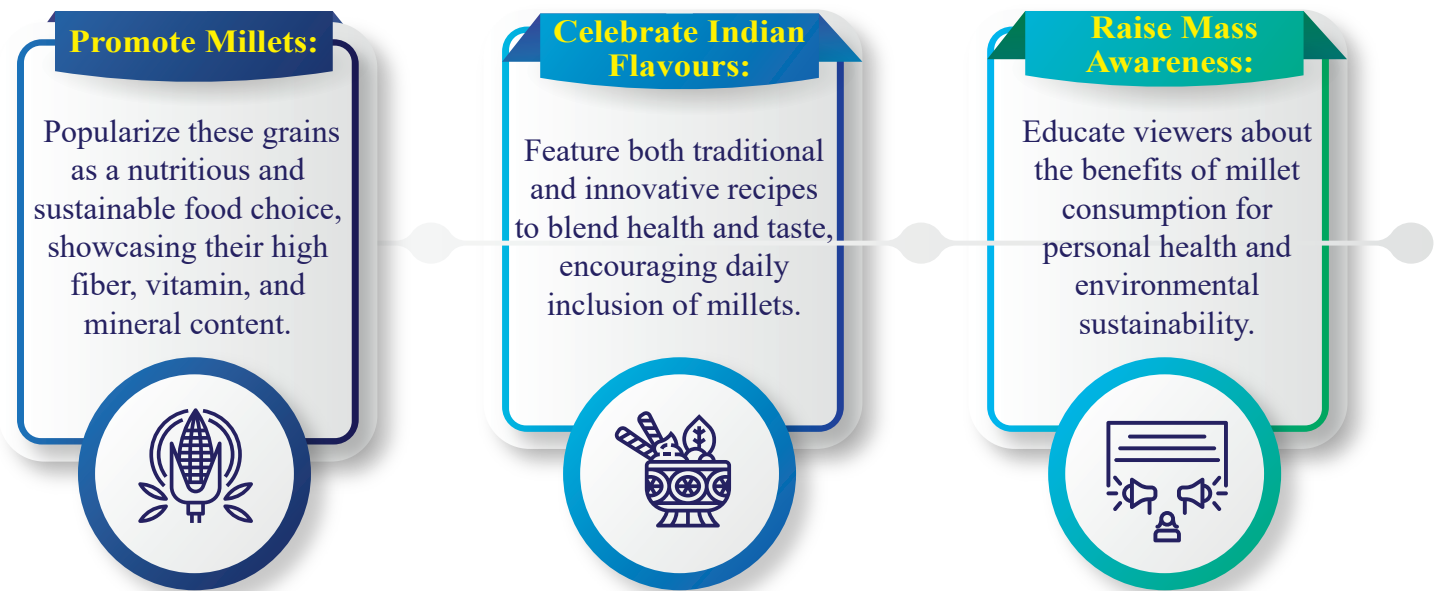
FLAVOURS OF SHREE ANNA

“SEHAT AUR SWAD KE SANG”



FSSAI is presenting its latest initiative on millets, “Flavours of Shree Anna – Sehat Aur Swad Ke Sang.” Building on the success of the International Year of Millets, this vibrant 13-episode cookery show features millets and their remarkable benefits. FSSAI in collaboration with Doordarshan has created the series to highlight the rich flavors and health benefits of these ancient grains. Celebrated in India as "Shree Anna," millets are known for their excellent nutritional profile and minimal environmental impact, making them the superfoods of the future.

Renowned chefs Ranveer Brar, Rakesh Sethi and Dr. Saurabh Sharma bring their culinary expertise to each episode, offering fresh and exciting takes on millet-based recipes. The series will air weekly during prime time (19:00 – 23:00) on 15 national Doordarshan channels, including major networks like DD National, DD Kisan, and DD Punjabi. To ensure the show reaches a diverse audience, it will also be broadcast on 15 regional channels, complete with English subtitling. This broad coverage aims to make the benefits and flavors of millets accessible to viewers across the country. The show aims to:



FSSAI’s dedication to millets extends beyond this series. FSSAI has worked on standards for different millets and promoted millets benefits through different media platforms. These efforts align with FSSAI’s mission to promote safe, healthy, and sustainable eating practices, contributing to the Eat Right India movement.

India has also made significant strides in millet promotion. Government programs have supported millet-based products. National and regional campaigns further highlight the health benefits and sustainability of millets, reinforcing India’s role as a global leader in millet production and consumption

“Flavours of Shree Anna” invites you to embark on a culinary adventure, exploring how these ancient grains can transform your meals and enhance your well-being with every episode.

Details of the Channels for Telecast:

The series “Flavours of Shree Anna – Sehat Aur Swad Ke Sang” will be broadcast across a wide range of Doordarshan channels, ensuring extensive reach and accessibility:

National Channels:

- | | | |
|------------------|-----------------------|-------------------------|
| 01. DD National | 02. DD Kisan | 03. DD Punjabi |
| 04. DD Girnar | 05. DD Madhya Pradesh | 06. DD Bihar |
| 07. DD Rajasthan | 08. DD Uttar Pradesh | 09. DD Arunprabha |
| 10. DD Kashir | 11. DD Uttarakhand | 12. DD Chhattisgarh |
| 13. DD Jharkhand | 14. DD Haryana | 15. DD Himachal Pradesh |

Regional Language Channels:

The episodes will also be available on the following regional Doordarshan channels, with English subtitling to ensure broader accessibility:

- | | | |
|------------------|------------------|-----------------|
| 01. DD Sahyadri | 02. DD Chandana | 03. DD Bangla |
| 04. DD Malayalam | 05. DD Odia | 06. DD Podhigai |
| 07. DD Saptagiri | 08. DD Yadagiri | 09. DD Assam |
| 10. DD Tripura | 11. DD Goa | 12. DD Manipur |
| 13. DD Nagaland | 14. DD Meghalaya | 15. DD Mizoram |



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सत्यमेव जयते

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HEALTH AND
FAMILY WELFARE

FDA Bhawan, Kotla Road, New Delhi -110002

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