

## ORDER

### In the matter of Complaint against Programme 'Vada Pochea' telecast on Sun Music Channel on 8 June 2013 and other similar complaints

A complaint has been filed with the Council against the show 'Vada Pochea (You've been fooled)', aired on Sun Music Channel at 9 PM. The complaint states that the said programme plays prank on unsuspecting people and such gags are aggressive to the extent of being humiliating and intimidating.

The complaint against the episode dated 08/06/2013 relates to a prolonged sequence in which a car driver is accused of theft and humiliated. So are the others. The gags range on harassment. After examining the said episode at length, the Council found the pranks to be crude, aggressive and humiliating.

Subsequently, the Council issued a Notice to Sun Music Channel and called it for a Hearing at its 27<sup>th</sup> Meeting held on 12 August 2013. The channel maintained it has no intention to intimidate anyone through the show, which is designed to be funny. The channel submitted that it also carries a Disclaimer during the show, specifying that the programme does not intend to hurt anyone's feelings.

After hearing the channel at length, this Council is of the considered view that the said show is clearly in violation of IBF's Self-Regulatory Guidelines. The programme is found to violate the following Guidelines of 'Theme 6: Harm and Offence':

*"Guideline 1: Create public panic or unnecessary alarm, which is likely to encourage or incite the public to crime or lead to disorder or be offensive to public feeling."*

*"Guideline 5: Disclose the location of a person's home or family without permission, unless it is warranted."*

Further, the programme is found to violate the following Guideline of 'Theme 1: Crime and Violence':

*"Guideline 6: Have a traumatic, desensitizing or dehumanizing effect that could lead to psychological disorders or unsocial attitudes or behaviour, particularly among minors."*

The Council is of the opinion that by merely apologizing -- or saying "vada pochea (you've been fooled)" -- the channel cannot absolve itself of the humiliation and

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intimidation suffered by the unsuspecting person upon whom such pranks are played and the gags cannot be described as harmless fun.

The channel agreed that the programme violates IBF's Self-Regulatory Guidelines. The channel also maintained it has decided to take the show off air in view of growing number of complaints against it. The Council is informed that this show runs twice a week on Saturday and Sunday during Primetime.

In view of the above, the Channel must run the following **APOLOGY SCROLL**, in Tamil and in English, one after the other, in large and legible bold fonts, at normal speed, **THRICE**, **between 8 PM and 9 PM**, over a period of **TWO (02) days**, **from Saturday 14 September 2013 to Sunday 15 September 2013**:

*"In compliance with BCCC's Order passed on 02 September 2013, Sun Music apologizes for the telecast of its programme 'Vada Pochea' on 8 June 2013. This episode was found to be in violation of the Self-Regulatory Guidelines of Indian Broadcasting Foundation (IBF)."*

(Tamil translation attached)

The Council further directs that the channel shall not telecast the episode in question in the future.

*For & on behalf of*

Broadcasting Content Complaints Council

*A.P. Shah*

Justice (Retd.) A.P. Shah  
Chairperson

02 September 2013  
New Delhi

வட போச்சே

Sun Music

ஓளிபரப்பப்படும் உட்பொருளுக்கான புகார் அவை (Broadcasting Content Complaints Council), செப்டம்பர் 2013-இல் விதித்த ஆணைக்கிணங்க, சன் ம்யூசிக் தொலைக்காட்சி ஜூன் 8, 2013, அன்று ஓளிபரப்பிய 'வட போச்சே' நிகழ்ச்சிக்காக மன்னிப்புக் கேட்கிறது. இந்த நிகழ்ச்சி இந்திய ஓளிபரப்பு அமைப்பின் சுய ஒழுங்குமுறை வழிமுறைகளை மீறியதாக கண்டறியப்பட்டுள்ளது.