

## ORDER

### In the matter of Appeal against TV show 'Dance Jodi Dance' on Zee Tamil

This Council has received an APPEAL against the programme '*Dance Jodi Dance*' telecast on Zee Tamil (Episode 12/07/2025 at 8 PM).

The Appellant has alleged:

The dance reality show depicted Hindu Deities, including Shiva, Ganesha, Hanuman and Murugan, dressed in costumes performing sexually provocative, obscene and vulgar dance moves with scantily-clad females. Such portrayal is brazenly contemptuous Hindu religious icons, violates the Programme Code Rule 6[I] (c) prescribed under Cable Television (Networks) Rules, 1994. The said provision of these Rules state: "No programme should be carried in the cable service that contains attack on religions or communities or visuals or words contemptuous of religious groups or which promote communal attitudes."

BCCC forwarded the grievance to the channel (Tier-1).

Upon receipt of the grievance, the Channel (Tier-1) made the following points:

- Zee Tamil has always strived to deliver entertainment with a deep sense of responsibility and cultural sensitivity. Our intent has consistently been to celebrate and honour the diverse traditions and beliefs that form the fabric of our society.
- In the current season of '*Dance Jodi Dance*', episode telecast on July 12, 2025, we curated a special devotional round to pay homage to deities and spiritual practices with utmost reverence. Each performance in this segment was thoughtfully designed to reflect devotion, dignity, and cultural authenticity. As part of this effort, we also invited local folk artists, who traditionally embody Goddesses as part of their devotional art forms, to participate and showcase their faith and artistry on our stage.
- We regret that a part of this presentation has hurt the sentiments of our viewers. That was never our intention, and we deeply regret that an act meant to express devotion was perceived otherwise. We offer our heartfelt and unconditional apology to the viewers who felt offended and disrespected by the performance.

- On receipt of MIB's letter, we have taken immediate action by removing the performance/video from Zee5 and all associated digital platforms. We would also like to clarify that the performance in question was meant purely for entertainment and was not intended to target or belittle any religion or community. In addition, in the episode aired on July 20, 2025, a scroll was carried thrice, whereby we expressed our regret for having hurt the sentiments of any community or religion as that was not our intention.
- Moving forward, we will take even greater care in reviewing any content that touches upon religious or cultural themes, ensuring such depictions are handled with the highest level of sensitivity and respect. We remain committed to creating content that uplifts, celebrates, and respects the diverse spiritual and cultural heritage of our viewers.

Not satisfied with the channel's reponse, the APPELLANT submitted:

- Conduct a full hearing on Zee TV's repeated Programme Code violations, including *Dance Jodi Dance* and previous cases (Hindu, Muslim, other faiths);
- Imposes maximum possible penalties as per BCCC Guidelines and the Cable TV Act: financial fines, mandatory apology scrolls, public apology, off-air periods, content audit, and referral to MIB/Police for criminal prosecution under IPC 295A;
- Consider recommending suspension/cancellation of Zee TV's broadcast licence, or application of restrictive conditions, unless demonstrated remedial action and accountability is undertaken;
- Mandate religious sensitivity training for all creative and management staff at Zee TV;
- Publish a detailed, public record of the proceedings and findings to ensure transparency and deterrence;
- Ensure all future religious content on Zee channels be subject to mandatory pre-broadcast screening by an independent committee;
- The sanctity of all religions in India is protected by law, and the freedom of speech does not extend to deliberate, malicious insults and commercial exploitation of faith. BCCC's role is central to upholding communal harmony and constitutional values. I urge BCCC to act decisively and restore public faith in the broadcasting ecosystem.

**Perusing the Appeal and watching the said episode, the Council issued a NOTICE to the channel and called it for a HEARING in its 125th Meeting.**

**CHANNEL'S RESPONSE TO BCCC'S NOTICE:**

We would like to reiterate our explanations and pray on this matter:

- Zee Tamil has always strived to deliver entertainment with a deep sense of responsibility and cultural sensitivity while maintaining the integrity of our Deities and their reverence.
- The episode telecast on July 12, 2025, a special devotional round, was curated to pay homage to Deities and spiritual practices with utmost reverence. Each performance in this segment was thoughtfully designed to reflect devotion, dignity, and cultural authenticity. As part of this effort, we also invited local folk artists, who traditionally embody Goddesses as part of

their devotional art forms, to participate and showcase their faith and artistry on our stage.

- We regret that a part of this presentation has hurt our viewers' sentiments. That was never our intention, and that an act meant to express devotion was perceived otherwise.
- On receipt of MIB's letter, we took immediate action by removing the performance/video from any repeats on television and Zee5 and all associated platforms. We would also like to clarify that the performance in question was meant purely for entertainment and was not intended to target or belittle any religion/community.
- In addition, in the episode aired on July 20, 2025, a scroll was carried thrice, whereby we expressed our regret for having hurt the sentiments of any community or religion as that was not our intention.
- Moving forward, we will take even greater care on content that touches upon religious or cultural themes, ensuring such depictions are handled with the highest level of sensitivity and respect. Be assured that we remain committed to creating content that uplifts, celebrates, and respects the diverse spiritual and cultural heritage of our viewers.

**In its submission during the Hearing, the channel made the following assertions:**

- That it was not their intent to hurt the religious feelings of the viewers.
- That the channel by itself had removed the impugned performance/video from its platforms.
- That the channel voluntarily carried a scroll on the episode of 20/07/2025.
- That it will remain extra cautious and vigilant in dealing with such content.

**BCCC DECISION:**

The Council viewed the episode and found the content to be offensive. Despite the channel's representatives acknowledging that they were cognizant of the mistake and made their intent categorical of not allowing such slippages recur, BCCC felt the intent is immaterial and the impact is astounding. The channel was clearly unmindful of the brunt and shock that this curated content would lead to.

After hearing the channel's representative and taking the channel's explanation and clarification on record, BCCC felt it was a grave mistake which cannot be overlooked or excluded before making a final decision.

The Council decided to invoke Theme-5 of IBDF's Self-Regulatory Guidelines dealing with Religion and Community. Point 1 & 2 of the impugned theme says, "Defame religions or communities or be contemptuous of religious groups or promote communal attitudes or be likely to incite religious strife or communal or caste violence. In continuation Point 2 says 'Incite disharmony, animosity, conflict, hatred or ill-will between different religious, racial, linguistic groups, castes or communities.'"

The programme was found to be in contravention of the above theme.

The Council directs Zee Tamil to run an APOLOGY SCROLL, in Tamil and in English, twice at the same time during the telecast of the impugned programme 'Dance Jodi Dance'.

*The text of the Apology Scroll shall be in large and legible bold fonts at normal speed:*

*"In compliance with BCCC's direction of 30/01/2026, Zee Tamil apologises for the depiction of inappropriate content in the programme 'Dance Jodi Dance' for episode dated 12/07/2025. This was found to be in violation of IBDF's Self-Regulatory Guidelines. The channel regrets the error."*

The Council also directs the channel to submit to the BCCC Secretariat a Compliance Report with the actual recording of the APOLOGY SCROLL after it has been aired.

For & on behalf of  
**Broadcasting Content Complaints Council**

**Justice Gita Mittal (R)**  
**Chairperson**

  
**New Delhi**  
**25 February 2026**