

Item's number is up

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An upcoming pan-India film entitled KD - The Devil has an item number that has been the topic of contention for many days. Entitled 'Sarke Chunar Teri Sarke', it has led to accusations, apologies and governmental involvement due to its 'crass' and 'vulgar' lyrics.

After parliamentary discussions, the Union government has officially put a ban on the song. It stated that the constitutional right to freedom of speech is 'not absolute'. Union Minister Ashwini Vaishnaw states, "[F]or the protection of the deprived groups of the society, whatever hard actions should be taken, the government is ready to take them."

Nora Fatehi, who has faced the majority of the backlash, has issued an apology for her involvement. In it she claims that the footage used was shot 3 years ago in Kannada and that the translated lyrics from Kannada proved no cause for concern. However, the Hindi translation and the extent of its 'vulgarity' was a surprise to her. The actor-dancer even cites the use of AI and non-consensual use of her likeness in promotional material.

Much online discourse has taken place about the 'morality' of these actions, during an already politically unstable time in India. While the 'objectification' of women is being cited as a reasonable cause for the song's ban, Fatehi has faced most reprimand in North India. Comments under Times of India illuminate the divide, with questions of the Union board and Bollywood's own morality, as well as highlighting the director, Prem's previous projects that had similar lyrics.