

# SPINNING THE MUSIC WEB



Imagine being able to make people sway to your tunes. The high of making people dance to your beats is what most youngsters are looking at. Then Disc Jockey or popularly known as DJing is the way to go! Today, lots of youngsters, especially in the suburbs of Bandra are opting for a career as a DJ – thanks to many pubs and high-end restaurants opening up in this patch.

Says DJ Akhtar, who plays at Enigma, J W Marriott, Juhu and has been into this profession since 18 years, “The culture of DJing has spread across the suburbs so much so that a teenager as old as 14 years wants to be the next happening DJ.”

More and more youngsters are inclined towards DJing as it is considered to be one of the coolest professions. One also gets to interact with many people. But, what they are not aware of is that it's very important to first understand music and then take to this profession. “Youngsters are getting into this profession as they feel they can show-off, attract more girls and portray themselves as cool dudes, but DJing is not about all that. You need to know the kind of music party-goers enjoy and accordingly play the tracks,” explains DJ Amit who was a DJ at Kumaria Presidency, Andheri, and today has moved ahead to compose his own tracks for various parties.

“It's a serious business, once you get a hang of it, you can actually go about promoting the music or a particular track from Bollywood film or any album,” adds DJ Amit. The culture of DJing is catching up very fast as the youngsters are exposed to the internet which is creating a lot of awareness. “Internet is become an interaction point for all the aspiring DJ's as they can download any genre of music and even share it through networking websites,” says DJ Akhtar who gets a minimum of 10 calls every day from youngsters to join his club.

However, given to understand that each club or pub in Mumbai requires two DJ's, there is no doubt one has to be trained in order to be a successful DJ. “You need to get your basics right because DJing is not only about playing songs but one should also the melody of the songs, especially the beats,” states DJ Amit.

The aspiring DJ's are trying to understand the latest trends in music and accordingly play for their audiences. In fact many parents are also in favour of their kids taking up DJ as a career, says DJ Akhtar, “Since perks offered are very high.” What's more? The demand and popularity for DJ's in the international circuit is immense which has added to DJing

The first thing that comes to your mind when you hear the word 'party' would be 'Music' along with Disc Jockey (DJ). Keeping this in mind, *Tanvi Malhotra* finds out how DJing has become the trendy culture among the youngsters

becoming a culture.

“To compete with the professional DJ's one needs to feel the pulse of the audience and this cannot be done without proper training,” feels Harshad Salian, a regular party-goer. There are many institutes that now offer training in DJing. Most of the well known DJ's have their own institutes where they teach the basics of DJing.



**“Although DJing is becoming more of a culture today, you need to get the hang of it so that you can go about promoting the music”**

“I have around 33 trained DJ's working under me who play at various clubs all across Mumbai and other cities in India as well as organise shows world-over,” says DJ Akhtar, who has performed in international hotels like St. James Crown Plaza- London, Taj Admiral Plaza- Dubai and Taj Exotica- Maldives.

“The reason why DJing has become a culture is because more freshness and energy is required and so youngsters stand a good chance as they are more passionate and enthusiastic about music,” claims Nimesh Advani (21), a post graduate student from Bandra.

The remixing trend is another cause for DJing becoming a culture. “It all started with ‘Aadat’ and ‘Woh Lamhe’ trance tracks that influenced the youngsters and bought in the DJing culture. Initially, it was just one or two movies that had remixed versions of the songs, but now you have a remix in each and every film,” says Abhishek Denzil, who is a part of music band.

One cannot deny the fact that DJing is becoming a great career option for today's youngsters. However, DJ Akhtar cautions that the youngsters should first complete their education and then take up DJing as a career.

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