

COVER STORY

NOBODY IS GOING TO HELP YOU UNLESS YOU HELP YOURSELF

I started Algol films to create work opportunity for myself



In Conversation with...

Ajay Jaiswal

- ▣ Bollywood Personality
- ▣ Founder - Algol Films
- ▣ Producer
- ▣ Music Composer and Singer
Mumbai

COVER STORY
by Gurbeer Singh Chawla



You are a celebrated music composer and singer. Our readers would like to know more about your musical journey and key achievements.

My musical journey started in the year 1999 and I got my first break in the following year with a music video directed by Lorence D'suza of movie Saajan (song-Piya ji Yaad Tumhari Aye). After that I worked in Delhi for 4 years. Then I signed a contract with a company and went to Mumbai. After reaching the city of dreams, my first film was 'Police Force' starring Akshay Kumar & Raveena Tandon. The first song that we recorded for the movie was also the first item number of Shreya Ghoshal. From then onwards the work graph kept growing gradually. I worked in Bollywood, Hollywood & various Regional projects. And now, I do independent music videos & social events through my production house 'Algol Films'. The journey has been amazing, we are currently doing really good projects. There is a lot of good work in the pipeline and we are planning for the same.

Why you chose music as your line of career?

Music was more like my hobby that got converted into passion. I used to host a show in Banaras from where I discovered my interest in music & decided to take it forward as a career.

Which was your first composition that gave you recognition as a music composer in Bollywood?

The project that brought acknowledgement for me was the Hollywood movie "Rockin' Meera" starring Sonu Sood in which I composed three songs. Those three songs were sung by Shaan, Sukhvinder Singh & Sunidhi Chauhan. The song 'Boond Boond' that Sukhvinder Singh sang was the one through which I got proper recognition in the industry.



With Singer Udit Narayan

What is the importance of struggle period in your life from initial stage of creativity to successful music composer?

Success is nothing without struggle, to be a successful person one has to go through hardships & struggle. I see struggle as experience. People usually take the word struggle as negative, but I feel one should enjoy the phase and see it as learning.

Despite being an amazing singer yourself, you give chance to other singers. Why?

Every composer has to be a good singer in order to bring out the best from their singers. Every song demands different type of singer, so we try to find the best kind of voice to suit the song. I never promoted

myself as a singer but sometimes when I make the cue track in my voice for the producer to listen & finalise before approaching any singer, the producers demand to have it recorded in my voice itself. So, that's how I end up singing few of my own compositions.

What were the challenges and experiences you had to establish your own production "Algol Films"?

I started Algol Films to create work opportunity for myself because I was not getting work from the Bollywood industry due to being involved in the regional industry. And as we hear that nobody is going to help you unless you help yourself. So I started Algol Films by producing a film named 'Ishq Click' and meanwhile the industry

was also evolving in terms of music. The era of independent music started and thus, through Algol Films we were also making album songs. The one big challenge that I faced was to get well known singers on board initially because the channel was new, people were not really sure if we could promote it on a good level as there was no producer, one has to do everything by themselves specially in terms of finance. Today, the channel stands strong and it is not just because of me, a lot of lyricists & singers supported Algol Films without whom it would have been very difficult to reach where it is in the present time.

What are your priorities as the founder of "Algol Films"?

As the founder of Algol Films, I wanted to use it as a platform for social services. I entered the industry without any Godfather or family links so I know how important a platform is where one can showcase one's talent. Algol Films aims to stand by social cause through event like 'Kashi Yoddha Gaurav Samman' & music album like 'Prarthana' which was related to the pandemic. We also organised 'Kashi Vaishwik Gaurav Samman' recently which promotes women empowerment. We will keep doing the great work through Algol to bring a positive change in the society.

You have composed music for Bhojpuri Films also. How different it is to work for main stream cinema from regional cinema?

Music has no language barrier, it is more like an emotion. I have worked in 14 different languages including Bhojpuri, South Indian languages, Odia, Assamese, etc. so I never found it difficult to work in different languages as such. But one thing that I faced while working in the Bhojpuri industry is that people give you a certain tag after which I was almost boycott from the Hindi music industry. This doesn't happen with people working in the south industry, they are happily accepted in the Hindi industry. So I think such tagging

should stop and people should be given work according to their skill.

Reality Shows for singers are very popular across various digital platforms. Which reality show you like the most and why?

My favourite reality show has to be SaReGaMaPa because I was initially connected with it. I do believe that reality shows bring amazing talents in front of the world. On Algol Films, one can see a lot of singers who started their journey from SaReGaMaPa who are now at a remarkable position in the industry.

What is the truth behind reality shows? Are they really promoting talent or they have hidden agendas?

I can say that reality shows are being commercialised a lot these days but they don't have any hidden agendas. A reality show is more like a talent hunt. I believe they are doing a great work. One cannot be in a reality show or at least not continue without skill no matter who they are.

What is your message for upcoming singers who are going through struggle period in their career. How they can approach you?

The message that I want to give is that never look for shortcut for success, be focused, hardwork is the key. See your struggle period as a learning phase. One can easily get in touch with me through contact details mentioned on my facebook & website.

You are also associated with Zee Music Corporation. What are your compliments for them?

Zee Music Corporation is an amazing platform which is not very commercialised like other platforms. It promotes a lot of fresh talents and is easy to reach for the artist as compared to other companies. They do see talent, promote them in a good manner which is very rare these days.

As a singer which is your favorite song composed and sung by you?

My favourite song that I composed & sang is 'Ka Dekhun' from my movie



'Ishq Click'.

You organise live concerts for Bollywood singers and award functions too. Please tell us about a grand event you organised.

The live concerts and award functions that I organise are to promote some or the other social cause. Through Algol Films, I want to create a positive change in the society. The first award function that I organised was 'Kashi Yoddha Gaurav Samman 2021' which was to honour the corona warriors of Varanasi in which legendary singer Padma Shri Anup Jalota ji blessed the audience by his singing. The next award show was 'Kashi Vaishwik Gaurav Samman 2022' which acknowledged and appreciated the women of our country. In that event, a young talent of the music industry, Ishita Vishwakarma performed and received immense love from the audience. We will keep coming back with more such events in the following years.

In Bollywood Music Industry there is

criticism as well, what is your experience with it? How do you handle it?

Criticism is a part of journey and it makes you stronger from inside. When people boycotted me from the Hindi music industry because of working in the Bhojpuri industry, I was at home for 2 years after which I decided to start Algol Films. So people will throw stones at you, it's you who can create a castle out of it.

What is the biggest attraction of your home town Banaras?

Everything in Banaras is attractive & beautiful but the main beauty lies in its 'Ghat & Gali'. Also, one of the major attraction for me is Baba Vishwanath Temple.

How do you define succes in your life?

No one can really define success! It keeps changing with every step one achieves. The fact that one craves success works as a fuel to run the life. It is very important to have a goal to achieve. And maybe when a person is completely satisfied in his/her life, that's success.

