EXPRESS special

Festival is here; Ganpati noise battle puts DJs on the mute

As the state weighs curbs on high decibel DJ systems, an industry built around festival sound faces uncertainty over bookings, investments, livelihoods, writes **NAYONIKA BOSE**

A godown in Umbarde Gaon, Kalyan, is stacked with sound boxes, equipment, mixers, consoles, and an arranging machine; (below) at Ashok Pro Sound and Lights run by Sandeep Bhoir. AMIT CHAKRAVARTY

FOR NINE-YEAR-OLD Vivek Kalse, it started with a pair of speakers. He would experiment with them at home, fascinated by music and the way different sounds could change the mood of a room. By 18, that curiosity had become a profession. He became a disc jockey.

Now 24, Kalse is pursuing an audio engineering course in Ahmedabad while continuing to work as a DJ in Kalyan. But this Ganeshotsav, his attention is divided between learning new sounds and following a debate that could determine how much work comes his way.

What began with a Pune resident's demand for a ban on DJs during Ganeshotsav has grown into a wider debate over high decibel sound systems. The ruling Mahayuti is itself divided over how far restrictions should go, while the question of whether DJs should be banned or existing noise limits strictly enforced remains unresolved. For those who operate the systems, the uncertainty has already begun to affect bookings.

"Growing up, I observed that people loved to dance to remixes. These mixes had no limitations of religion, language or beats. I knew early on that I wanted to play music that entertains," Kalse said.

For an estimated more than two lakh DJs in Maharashtra, according to the Professional Audio and Lighting Association (PALA), the current controversy is not merely about music or noise. It is about a profession that supports sound rental companies, technicians and loaders, and requires investments running into lakhs of rupees.

The business behind

The person standing behind the DJ console is only one part of the operation.

A large set up involves speakers, amplifiers and consoles, with a sound technician and loaders working behind the scenes to install, operate and move the equipment. The equipment used by a professional set up can cost between Rs 25 lakh and Rs 30 lakh.

For DJ and sound operator Sandeep Bhoir, who runs Ashok Pro Sound and Lights, the business has changed dramatically since he began.

"In the early 2000s, I started experimenting with two cassette players and did demos by blending music. The response from the public was amazing as they no longer had to wait for a new song to play. Gradually, the cassette was replaced with the CD player and later, 'pen-drives'," Bhoir said.

Today, digital systems have replaced most of that equipment. But staying in business means continually investing in newer technology.

"We have to keep purchasing new sound equipment, which are high-end and produce good, crisp sound. We are almost always facing financial hurdles as we have to constantly keep taking loans," Bhoir said.

That investment is particularly difficult for an industry where work comes in cycles.

The festival calendar

The monsoon is traditionally a lean period for DJs. The season begins to pick up with Navratri, followed by weddings and events at schools and colleges. Demand rises again from April and continues through the wedding season until June.

Ganeshotsav falls at an important point in that calendar.

This year, however, the festival has arrived amid uncertainty over the use of high decibel sound systems.

"During the monsoon period till September, we barely get any bookings. When we get a booking for an event, we hire speakers alongside loaders for lifting the heavy equipment and even sound technicians to maintain the systems. We pay them at a rate of Rs. 1,000 per day. When we lose our bookings, it is not only us but also our team who loses a source of earnings during this period," said Mumbai based DJ Ganesh Sunariwal, who performs under the stage name Djsonyyyyy.

The effect therefore extends beyond DJs.

A booking can mean a day's work for a loader, an assignment for a sound technician and income for a rental company. PALA estimates that Maharashtra has over one lakh sound rental companies employing more than nine lakh service vendors.

The argument

The industry's problem is not simply that there is a debate over noise. It is the ambiguity over what exactly is being restricted.

The Bombay High Court, in August 2016, directed implementation of the Noise Pollution (Regulation and Control) Rules, 2000 and asked Ganesh mandals to follow them along with Supreme Court guidelines. The sound limit was to be kept below 60 decibels in residential areas, while loudspeakers could be used with permission in silence zones.

DJs and sound vendors say that over time, however, these directions have sometimes been treated as an effective ban, with fines imposed and equipment seized.

Manuel Dias, an administrator with PALA, says the distinction between a DJ and the equipment operated by a DJ has been lost in the debate.

"There is a lot of confusion over the norms and regulations of the Noise Pollution Act with authorities vaguely saying that a ban has been imposed on DJs. Firstly, a disc jockey is an artist who operates the sound apparatus. How can a disc jockey be banned? Second, there is no directive by the High Court which imposes a ban on the loudspeakers. There needs to be more clarity on understanding of a loudspeaker, before action is issued. Furthermore, why is the action only restricted to Ganesh Chaturthi?" Dias said.

Dias said authorities should sit with the industry to work out festival sound norms, pointing to the livelihoods dependent on the sector.

Loud is not always good

The sound operators also object to the perception that their profession is simply about making music as loud as possible. Bhoir argues that a good sound system is about the quality of the sound, not just its volume.

"A DJ set up is not just about loud sound. A good sound system is one which is able to generate clean and crisp music. Today, the market is flooded with pressure-mid speakers which simply generate loud sounds and hurt ears. These speakers are typically in road shows, simply to show-off and are very unpleasant," he said.

For Kalse, DJi1ng itself is a skill that requires years of learning. "In fact, the music industry is ever evolving and you have to keep up with every new technology and trend. A true artist has to train everyday to learn about new sounds, compile fresh mixes as well as keep experimenting with new experience," he said.

Yet the profession carries another kind of pressure, one that has little to do with equipment. "Most people think that a DJ's life is all about glamour. They presume that we simply stand behind a console and act cool. Sometimes, unruly clients often abuse us and even take to violence simply because we are unable to play their music right away. People fail to respect us and see us for what we truly are a professional artist," Kalse said.

A changing Ganpati

The debate over DJs comes at a time when the soundscape of Ganeshotsav has already begun changing, at least in Mumbai. Naresh Dahibavkar, president of the BSGSS, which represents Mumbai's Sarvajanik Ganpati mandals, said mandals have cut their use of DJs by nearly 85 per cent over the past decade.

"Since the High Court directives in 2016, most mandals now resort to more traditional music like dhol Tasha and Lezim. They have considerably reduced the usage of DJs during festivities. We continuously keep informing mandals to abide by the noise pollution norms," Dahibavkar said.

But that shift has not eliminated the demand for DJs everywhere. In parts of Maharashtra, particularly during processions and immersion, large sound systems remain an important part of the festival economy.

There is a legitimate demand for regulation of excessive noise. There is also an industry that says it needs clear rules rather than an open ended threat of bans, fines or equipment seizures.

Kalse entered the profession because he wanted to make people dance.

Now, as Maharashtra argues over how loud Ganeshotsav should be, he is waiting for something less complicated on whether there will be a stage for him during festivities to play on.

Police deploy over 19,000 personnel for Ganeshotsav

Express News Service
Mumbai, September 13

THE MUMBAI Police have made elaborate security arrangements to ensure law and order during Ganeshotsav, when a large crowd is expected .

As part of the security deployment, the Mumbai Police have deployed at least seven additional commissioners of police, 37 deputy commissioners of police (DCPs) and 52 assistant commissioners of police (ACPs).

The deployment also includes 2,650 police officers and 14,150 police personnel who will be stationed at various locations during the festival.

Adequate police force has also been deployed at major public spaces and Ganesh Utsav mandals across the city, particularly at locations expected to witness heavy footfall.

Police personnel have been positioned to monitor crowds, maintain law and order and respond to any situation that may arise during the celebrations. " Adequate security measures have been implemented at major public events," an official said.

In addition to the regular deployment, security arrangements have been made at important and sensitive locations. Personnel from the State Reserve Police Force (SRPF), Quick Response Teams (QRT), Riot Control Teams and Home Guards will also be deployed as part of the arrangements.

Separate security plans have also been made for the day of Ganesh idol immersion when additional personnel will be deployed to manage crowds, maintain law and order and ensure the smooth movement of devotees and processions. " To ensure the law and order situation additional personnel will be deployed during the idol immersion day." the police said.

2025 G N SAIBABA EVENT

Another former TISS student gets police notice

On September 10, the magistrate court granted bail to a 30-year-old former student

Sadaf Modak
Mumbai, September 13

DAYS AFTER a magistrate court granted bail to a former student of Tata Institute of Social Sciences (TISS) in a case related to his alleged participation in a gathering to mark the death anniversary of former Delhi University professor G N Saibaba in 2025, the Mumbai Police has now sent a notice to another former student in the same case.

The notice in connection with an FIR filed nearly a year ago, was issued last week, directing the former student to remain present before the investigating agency for interrogation. The person was not named in the initial FIR.

On September 10, the magistrate court granted bail to a 30-year-old former student, over a month after his arrest in connection with a gathering held on October 12, 2025, at the institute's Deonar campus.

The court had held that there was no material to link him to Maoist or anti-national mindset, as alleged by the police. The court also cited the Bombay High Court granting interim relief from arrest to another student last month.

The notice issued to another former student was under section 35 (3) of the Bharatiya Nagarik Suraksha Sanhita, 2023, through which a police officer can issue a notice directing a person to appear before him for the purpose of investigation. The notice states that failure to appear without reasonable cause may lead to legal action.

The Trombay police had filed an FIR in October 2025, naming nine persons — all students at the institute then — for the gathering, based on the complaint of an associate dean.

It was alleged that the students had gathered to pay homage to Saibaba, without permission from the institute. Saibaba, a former Delhi University professor, was convicted in 2017 on allegations of being a Maoist but was acquitted by the Bombay High Court in 2024.

The nine had then filed anticipatory bail pleas before the sessions court. While they were granted interim protection pending hearing, orders on the pleas came on August 7, with anticipatory bail granted to seven, while denied to two.

Of the two, one was arrested on the same day. Police had alleged that slogans were raised seeking the release of Umar Khalid and Sharjeel Imam; and that they possessed downloaded books and other material that the prosecution said reflected Maoist ideology.

Devotees carry home an idol of Lord Ganesh in Chinchpokli Mumbai, a day ahead of Ganesh Chaturthi. AKASH PATIL

Ads should not obstruct traffic, pedestrians: BMC

Mumbai: The Brihanmumbai Municipal Corporation (BMC) has directed the management committees of Ganeshotsav and Navratri to ensure that commercial advertisements displayed during the festivals do not obstruct pedestrians or vehicular traffic or traffic signal views.

The BMC has also urged management committees to avoid advertisements for tobacco products and other prohibited items. The puja mandals have also been encouraged to display social and civic awareness messages. Digital screens of up to 10 X 10 ft can be installed for public interest, health and commercial messages, subject to no-objection certificates from the traffic department and local police. ENS

PRASADITYA ARC LIMITED
Formerly Pridvi Asset Reconstruction and Securitisation Company Limited

SALE OF SECURED ASSETS HELD IN THE ACCOUNT OF MR. RAJEN DHRUV

SALE NOTICE FOR SALE OF IMMOVABLE PROPERTIES
(Refer proviso to rule 8(6)) of Security Interest (Enforcement) Rules, 2002)

E-auction Sale Notice for Sale of Immovable Assets under the Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 read with proviso to Rule 8(6) and 9(1) of the Security Interest (Enforcement) rules, 2002.

Notice is hereby given to the public in general and in particular to the Borrower(s) and Guarantor(s) that the below described Immovable Property mortgaged to M/s. **Prasaditya ARC Limited (PARC)** (Formerly known as Pridhvi Asset Reconstruction and Securitisation Company Limited), ("Secured Creditor"), the constructive possession of which has been taken by the Authorised Officer of the Secured Creditor will be sold by the undersigned under the provisions of SARFAESI Act by way of online public auction on **"As is Where is", "As is what is" And "Whatever there is"** basis on the date, time and at the place mentioned hereunder for recovery of the following amounts due to the Secured Creditor:

Sr. No.	Loan Account Number	Total outstanding dues as on 17.08.2026	TDS Pending	Total Amount as on 17.08.2026
1.	S000242642	171,72,67,395/-	22,13,492/-	1,71,94,80,887/-
2.	S000242543	180,74,39,486/-	1,30,91,618/-	1,82,05,31,104 /-
	TOTAL	352,47,06,881/-	1,53,05,110/-	3,54,00,11,991/-

The amounts mentioned in the table above are pending towards the respective Loan Accounts by way of outstanding principal, arrears and interest till **17.08.2026** with applicable future interest in terms of the Loan Agreement(s) and other document(s) w.e.f. **18.08.2026** along with legal expenses and other charges.

The **Loan Account Nos. S000242642 and S000242543** were assigned by Sammaan Capital Limited (SCL) (formerly known as India bulls Housing Finance Ltd.) together with interest as per the loan documents and the underlying securities to the Secured Creditor vide Assignment Agreement dated 31.12.2025 pursuant to which the Secured Creditor has stepped into the shoes of SCL as the Secured Creditor.

DESCRIPTION OF THE IMMOVABLE SECURED ASSETS:

All That Pieces Or Parcels Of Land/Properties As Under Together With All The Present And Future Fsi And All The Present And/Or Future Structures, Buildings, Furniture, Fixtures, Fittings, Standing And/Or Plant And Machinery Installed/ To Be Installed And/Or Constructed/To Be Constructed Thereon And All The Present And/Or Future Rights, Title And/Or Interests, Benefits, Claims, Demands And/Or Entitlements Of Mr.Rajen Vasant Dhruv Therein:

1) Land Bearing Survey No.114, Hissa No.19 Bearing Corresponding Cts No.2099 Admeasuring 651 Sq. Mtrs, Situated At Village Vile Parle, Taluka Andheri In The Registration Sub-District And District Of Mumbai City And Mumbai Suburban, Owned By Mr. Rajen Vasant Dhruv Butted And Bounded By in the: **North:** By Western Express Highway And Land Bearing Cts No. 2008 (Part) Of Village Vile Parle (East); **East:** By Land Bearing Cts No. 2009 And 2099a Of Village Vile Parle (East); **West:** By Land Bearing Cts No. 2008 (Part) And 2099c Of Village Vile Parle (East); And; **South:** By Land Bearing Cts No. 2009 And 2099d Of Village Vile Parle (East).

2) Land Bearing Survey No.114, Hissa No.19 Bearing Corresponding Cts Nos. 2008 And 2008/1 Admeasuring 245.52 Sq.Mtrs., Situated At Village Vile Parle, Taluka Andheri in the Registration Sub-District And District Of Mumbai City And Mumbai Suburban, Owned By Mr. Rajen Vasant Dhruv Butted And Bounded by in the: **North:** By Western Express Highway; **East:** By Land Bearing Cts No. 2008 Of Village Vile Parle (East); **West:** By Land Bearing Cts No. 2008 Of Village Vile Parle (East); And **South:** By Land Bearing Cts No. 2008 Of Village Vile Parle (East).

3) Land Bearing Survey No.114, Hissa No.35 (Part) Bearing Corresponding Cts No.2099d (Part) Admeasuring 477 Sq.Mtrs., Situated at Village Vile Parle, Taluka Andheri In The Registration Sub-District and District of Mumbai City And Mumbai Suburban, Owned By Mr. Rajen Vasant Dhruv Butted And Bounded by in the: **North:** By Land Bearing Cts Nos., 2010, 2099c, 2099b And 2099a of Village Vile Parle (East); **East:** Partly By Nalla, Partly By Land Bearing Cts No. 2099a of Village Vile Parle (East); And **West:** By Land Bearing Cts No. 2099e Of Village Vile Parle (East); And **South:** By Land Bearing Cts No. 2099f Of Village Vile Parle (East) And Partly By Nalla Adjacent To Airport Land. Total Admeasuring:- 1373.52 Sq. Mtrs.

For detailed terms and conditions of the Sale, please refer to the link provided in **M/s. Prasaditya ARC Limited** website i.e., **www.paras.org.in/tenders**

Sale of Schedule property/ies will be held by adopting **"Online-Auction Sale"** through the website **http://www.bankeauctions.com** of the service provider. The details of date of E-Auction, last date of submission of Bid form, Reserve Price, Earnest Money Deposit, Bid increase amount and time of E- Auction are mentioned hereunder:

Date of Auction	Item No.	Lot	Reserve price	Earnest Money Deposit (EMD)	Incremental bidding	Time of Auction
14.10.2026	1 to 3	One Lot	Rs. 48.50 Crores	Rs. 4.85 Crores	Rs. 10,00,000/-	12.00 Noon to 1.00 PM

* Time of E-Auction - with an auto extension clause of 5 minutes each i.e., e-auction end time will be extended by 5 minutes each, if bid is made before closure of auction.

Public are invited to participate in "online e-auction" through the website https://www.bankeauctions.com of the service provider. The address details of Service Provider are: -

M/s. C1 India Pvt. Ltd, Contact Person: (1) Mr. Dharani Krishna, Contact No.9948182222, E-mail ID: (1) dharani.p@c1india.com & (2) andhra@c1india.com

The intending participants/bidders are advised to go through the website **https://www.bankeauctions.com & also www.paras.org.in/tenders** for detailed terms and conditions of e-auction sale and are also required to contact the Service Provider for online registration, user ID, Password, help, procedure, online training about e-auction etc., for submitting their Bid Forms and for taking part in e-auction sale proceedings.

The intending participants shall deposit EMD amount by RTGS/NEFT/Funds Transfer to the credit of below mentioned E-Auction collection Account of secured creditor:

Account No.	100631100000229
Secured Creditor	M/s. Prasaditya ARC Limited (PARC)
Bank	Union Bank of India
Branch	Mid Corporate Branch - Punjagutta Hyderabad
IFSC Code	UBIN0577901

The intending bidders are advised to submit the Bid Forms online with requisite details viz. proof of deposit of EMD, PAN Card, Aadhaar, Address & ID Proof on or before the last date mentioned in the above auction table.

The intending bidders shall send hard copy of Bid Form duly filled in along with self-attested copies of above documents by Registered Post/Speed Post/ Courier to the undersigned so as to reach **on or before 13.10.2026 by 05.00 P.M.** at the following address: **Mr. K.V. Ramakrishna Prasad,** Authorized Officer, M/s. Prasaditya ARC Limited, Door No. 1-55, 4th Floor, 'Raja Praasadamu', Masjid Banda Road, Kondapur, Hyderabad - 500084. Postal delays are not entertained.

The intending bidders are also advised to visit the property and fully satisfy themselves about the details of the property and its registrability at S.R.O concerned before participating in the e-auction.

Date & Time of Inspection of the property: 06.10.2026 between 10:00 A.M. to 2:00 P.M.

Please contact **Mr. K.V. Ramakrishna Prasad,** Authorized Officer, Mob No. 9652250044 for detailed queries, terms and conditions, queries, guidance, inspection of schedule property, perusal of copies of title deeds and latest encumbrance certificates to exercise due diligence and satisfy themselves about the title property under E -auction sale.

In the event the auction scheduled herein above fails for any reason whatsoever, PARC has the right to sell the secured assets under auction through this notice by way of PRIVATE TREATY under the provisions of the SARFAESI Act, 2002.

This is also a notice to the borrower/mortgagors/guarantors of Rajen Vasant Dhruv, Mid-City Projects Llp (Through Its Partners) And Mid-City Landmarks LLP (Through Its Partners), about holding of the sale on the above-mentioned date and other details.

Date: 08.09.2026, Place: Hyderabad. **Sd/- Authorised Officer**

PRASADITYA ARC LIMITED
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SALE OF SECURED ASSETS HELD IN THE ACCOUNT OF MR. RAJEN DHRUV

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Sr. No.	Loan Account Number	Total outstanding dues as on 17.08.2026	TDS Pending	Total Amount as on 17.08.2026
1.	S000242642	171,72,67,395/-	22,13,492/-	1,71,94,80,887/-
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DESCRIPTION OF THE IMMOVABLE SECURED ASSETS:

All that Pieces or Parcels of Land/Properties as under together with all the Present And Future Fsi And All The Present And/Or Future Structures, Buildings, Furniture, Fixtures, Fittings, Standing And/Or Plant And Machinery Installed/ To Be Installed And/Or Constructed/To Be Constructed Thereon And All The Present And/Or Future Rights, Title And/Or Interests, Benefits, Claims, Demands And/Or Entitlements Of Mr.Rajen Vasant Dhruv Therein:

1) Land Bearing Survey No.114, Hissa No.24 Bearing Corresponding Cts No. 1998 Admeasuring 150.50 Sq. Mtrs., Situated At Village Vile Parle, Taluka Andheri In The Registration Sub-District And District Of Mumbai City And Mumbai Suburban, Owned By Mr. Rajen Vasant Dhruv Butted And Bounded By In The: **North:** By Western Express Highway; **East:** By Land Bearing Cts Nos. 2000/1, 2000/2 And 2000 Of Village Vile Parle (East); **West:** By Land Bearing Cts No. 1997 Of Village Vile Parle (East); And **South:** By Land Bearing Cts No. 1999 of Village Vile Parle (East);

2) Land Bearing Survey No.114, Hissa No.38 (Part) Bearing Corresponding Cts No. 2017 And 2017/1 To 5 Admeasuring 1149.67 Sq.Mtrs., Situated At Village Vile Parle, Taluka Andheri In The Registration Sub-District And District Of Mumbai City And Mumbai Suburban, Owned By Mr. Rajen Vasant Dhruv Butted And Bounded By In The: **North:** By Land Bearing Cts Nos. 1999, 1999/31, 1999/32, 2000, 2000/14, 2000/26, 2000/24, 2016, 2015, And 2014 of Village Vile Parle (East); **East:** By Land Bearing Cts Nos. 2014, 2013 2099E of Village Vile Parle (East); And Beyond That By Nalla And Airport Land; And; **West:** By Land Bearing Cts Nos. 1994 And 1993 And Beyond That By Cts No. 1992 Of Village Vile Parle (East); And **South:** By Nalla And Beyond That By Airport.

3) Plot of Undivided Land Bearing Survey No.114, Hissa No.40 (Part) Bearing Corresponding Cts No.1999, 1999/1 To 32 Admeasuring 881.40 Sq.Mtrs, Situated At Village Vile Parle, Taluka Andheri In The Registration Sub-District And District of Mumbai City And Mumbai Suburban, Owned By Mr. Rajen Vasant Dhruv Butted And Bounded by in the: **North:** By Land Bearing Cts No. 1998 of Village Vile Parle (East); **East:** By Land Bearing Cts No. 2000 of Village Vile Parle (East); **West:** By Land Bearing Cts Nos. 1997, 1996 And 1994 of Village Vile Parle (East) And; **South:** By Land Bearing Cts No. 2017 of Village Vile Parle (East). Total Admeasuring : 2181.57 Sq. Mtrs.

For detailed terms and conditions of the Sale, please refer to the link provided in **M/s. Prasaditya ARC Limited** website i.e., **www.paras.org.in/tenders**

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Date of Auction	Item No.	Lot	Reserve price	Earnest Money Deposit (EMD)	Incremental bidding	Time of Auction
14.10.2026	1 to 3	One Lot	Rs. 77.00 Crores	Rs. 7.7 Crores	Rs. 10,00,000/-	1.00 PM to 2.00 PM

* Time of E-Auction - with an auto extension clause of 5 minutes each i.e., e-auction end time will be extended by 5 minutes each, if bid is made before closure of auction.

Public are invited to participate in "online e-auction" through the website https://www.bankeauctions.com of the service provider. The address details of Service Provider are: -

M/s. C1 India Pvt. Ltd, Contact Person: (1) Mr. Dharani Krishna, Contact No.9948182222, E-mail ID: (1) dharani.p@c1india.com & (2) andhra@c1india.com

The intending participants/bidders are advised to go through the website **https://www.bankeauctions.com & also www.paras.org.in/tenders** for detailed terms and conditions of e-auction sale and are also required to contact the Service Provider for online registration, user ID, Password, help, procedure, online training about e-auction etc., for submitting their Bid Forms and for taking part in e-auction sale proceedings.

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IFSC Code	UBIN0577901

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Date & Time of Inspection of the property: 06.10.2026 between 10:00 A.M. to 2:00 P.M.

Please contact **Mr. K.V. Ramakrishna Prasad,** Authorized Officer, Mob No. 9652250044 for detailed queries, terms and conditions, queries, guidance, inspection of schedule property, perusal of copies of title deeds and latest encumbrance certificates to exercise due diligence and satisfy themselves about the title property under E -auction sale.

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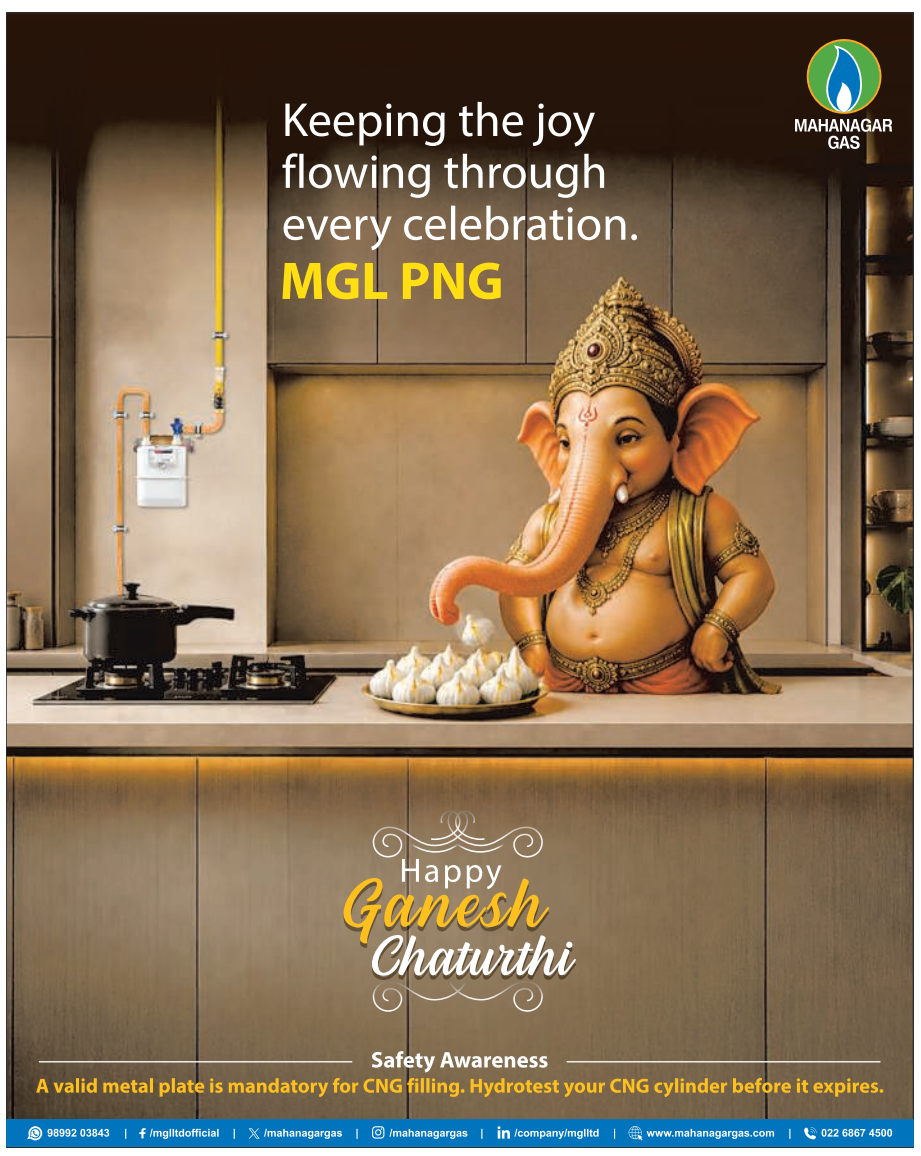
Date: 08.09.2026, Place: Hyderabad. **Sd/- Authorised Officer**