

[Technology News](#) / [Latest Technology News](#) / [Corporate](#)
[Corporate](#) » [Pradeep Kar](#) [bait](#) [Ashok Soota](#)

Techie tippers' book of memories

BAIT was born at the request of Pradeep Kar, founder of technology company Microland, bringing a small group of techie tippers to The Pub World on Residency Road

Nirupama V | ET Bureau | Updated: January 25, 2017, 10:47 IST

 Share
 Share
  Tweet

The Beer drinkers Association of Information Technology sounds very ornate and official. But BAIT, started in 1993, was the opposite of that. One could see it in the way the old members gathered for a reunion on Tuesday after eighteen years.

They were launching a coffee table book -- 'BAIT. Beer.IT. Friendship.' Starkly different from today's entrepreneurs, over 10 members and their spouses came dressed like they were going to meet their extended family.

BAIT was born at the request of [Pradeep Kar](#), founder of technology company Microland, bringing a small group of techie tippers to The Pub World on Residency Road. Among them were India's IT pioneers [Ashok Soota](#), Bikram Dasgupta and Pravin Gandhi.

Drowning their anxieties and discussing ideas over a few mugs of beer, they soon became a community that looked out for each other.

The reunion, at Hard Rock Cafe, saw a lot of grey hair and many happy hugs. Every now and then, someone exclaimed how long it had been since they last met.


The 106-page book chronicles the history and life of BAIT, with trivia, personal anecdotes, newsletters and photographs from the group's outings -tug of wars, dances and drinking contests.

The idea for the book came about when Kar found two box-files full of keepsakes from the BAIT days in his office a couple of years ago. "I found every attendance sheet and every paper napkin in which we had recorded minutes of meetings," Kar said.

 Share
 Share
  Tweet

Sponsored Stories

Recommended by Colombia




PRESENTS

DO Big


Powering Innovations

STORIES


Do Big Stories [Articles](#) [Leaderspeak](#)



Meet Lakshmi- your new self-service aid
[Read More](#)



Virtual Reality revolutionising home buying experience
[Read More](#)



Shree Cement adopts IIoT to better manage its logistics
[Read More](#)

KNOW MORE FROM DO BIG STORIES