

Prospectus 2020



PCP-TTM-Thirteenth Batch

# Professional Certificate Programme on TEA TASTING AND MARKETING

13<sup>th</sup> Batch  
(18<sup>th</sup> May – 1<sup>st</sup> July 2020)



IIPM

भारतीय बागान प्रबन्ध संस्थान बेंगलूरु

INDIAN INSTITUTE OF PLANTATION MANAGEMENT BENGALURU

(An Autonomous Organization of the Ministry of Commerce & Industry, Govt. of India)

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## THE INSTITUTE

Indian Institute of Plantation Management (IIPM), centre of Excellence and the first-of-its-kind National Institute, was established at the initiative of the Ministry of Commerce & Industry, Government of India. It is co-promoted by the Commodity Boards of India, viz., Coffee Board, Rubber Board, Tea Board, Spices Board, Tobacco Board and Plantation Industry Associations. IIPM has been focusing in the field agribusiness, commodity and plantations (ACP) management education.

## THE PROGRAM

Institute is offering a Professional Certificate Programme on Tea Tasting and Marketing (PCP-TTM) under the sponsorship of Tea Board of India, Ministry of Commerce & Industry, Govt. of India, for tea industry personnel and public in general, in the global academia.

This program combines the discipline of professional tea tasting and tea marketing. The PCP-TTM has been crafted out of an industry – academia interface, with greater focus on practical inputs to address the emerging needs of tea industry. The program will cover the cutting-edge principles of tea business management, market information & techniques and practices of tea tasting skill to prepare a dynamic group of world class professional tea tasters with managerial capabilities.

PCP-TTM offers excellent career opportunities, nationally and globally, in reputed tea companies, brokerages, tea buyers and blenders, serve as tea sommelier/master in Beverage Industry as well as in tea gardens/factories.

Program is developed and designed by the distinguished IIPM faculty, experts from Tea Board of India and Indian Tea industry.



## FOUNDING ADVISORY COUNCIL FOR TTM

- Shri. V. Ramaswamy, Fr. Executive Director, Carritt Moran.
- Shri. K. G. Nanda, Fr. Senior Vice President, Tata Tea Ltd.
- Dr. V. G. Dhanakumar, Professor & Director, IIPM.

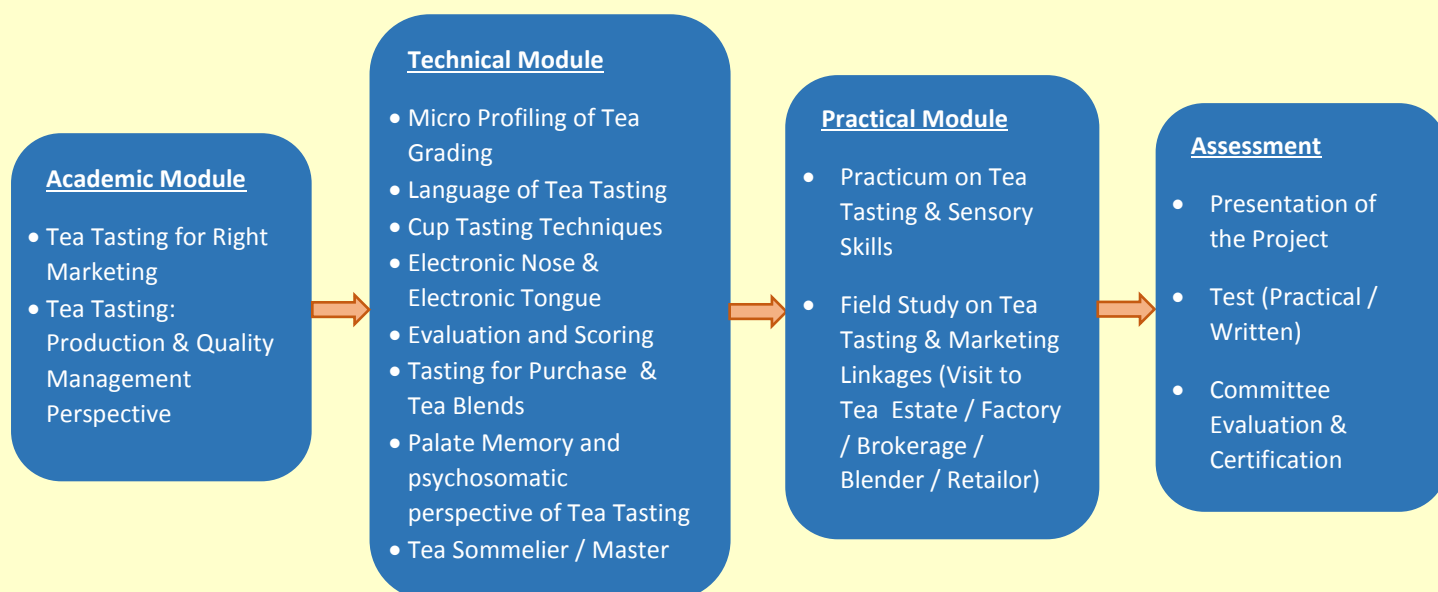
## COURSE HIGHLIGHTS

- The programme will be offered by IIPM in collaboration with Tea Board of India, Ministry of Commerce & Government of India and tea sector.
- The program is recognized by Tea Board of India, and Tea Industry, for the professional practice of tea tasting and tea making.
- The field and factory visits are essential part of the program.
- The program will ensure the participants to upgrade their skill in tea tasting and marketing to facilitate their future career propelled in right direction.

## COURSE STRUCTURE

The course programme structure is flexible to cater to the needs of the participants. The program is classified into three streams based on the background of the program participants. The classification of the program participants are inclusive of **Fresher's to tea industry experts, Experience in tea manufacturing, tea production, tea trading, tea retailing and Experience in tea tasting/sommelier**. In all the streams, the technical, functional and marketing aspects of tea tasting, are blended differently in order to fill the skill gaps of the participants.

## PROGRAM SUMMARY



## ELIGIBILITY

- Graduate in any discipline, recognized by UGC/ AIUs/Foreign Universities.
- Proficiency in written and oral communication in English is essential.
- Sponsored candidates by Planters, Plantation Associations, Brokerages, Tea Manufacturers, Tea Buyers, Beverage Sector and Blenders will be given special consideration in eligibility norms.
- Foreign Nationals / NRIs / PIO candidates can also apply.

## COURSE DURATION

- 45 days intensive program, starting from 18<sup>th</sup> May (Monday) to 1<sup>st</sup> July (Wednesday) 2020.

## PROGRAM HIGHLIGHTS

The learning methodologies of the program include tasting different profile of tea which produced within the country and from major tea producing countries. The participants will get hands on experience in tea tasting from the state of art tea tasting lab at the institute and expert tasters from national & international tea tasting units. The institute will also facilitate the participants to sharpen their skills on palate memory and tea business management in real time tea business centers.

The participants will be imparted with market information on tea, opportunities, consumption preferences, etc to develop a sense of market driven tea tasting.

## CERTIFICATION

On successful completion of the program with eligible credits, the participants will be awarded **Certificate Programme on Tea Tasting and Marketing**

## COURSE FEE

The tuition fee for the program is Rs. 75,000/- (for National Candidates) and US\$ 1175 (for Foreign Nationals / PIO Candidates) to be paid on confirmation of the admission to the programme. Fee does not include mess charges, hostel rent & electricity charges, computer charges, expenses on books & reading material, field / industry visits to North India and other personal expenses.



## HOW TO APPLY

For Prospectus, Application Form contact the MDP Office, alongwith a crossed Demand Draft for Rs.1000/- for National candidates (Rs.500/- for SC/ST/PH candidates with relevant certificates) and US\$ 15 for Foreign Nationals, drawn in favour of "Indian Institute of Plantation Management", payable at Bangalore. Application form can also be downloaded from Institute's website and filled-in application along with fee may be sent to:

**MDP Office**  
**Indian Institute of Plantation Management**  
**Jnana Bharathi Campus, P.O. Malathalli**  
**Bangalore - 560 056, India**

Foreign Nationals, PIOs and NRI candidates can also apply through Special Application Form available in the Institute's website.

## RESERVATION NORMS

The reservation for SC / ST / OBC / Physically challenged persons is applicable as per the Government of India rules, subject to meeting the other eligibility criteria for admission.

## ADMISSION PROCEDURE

Candidates will be assessed on the basis of interview, psychometric test and blind sensory test (if essential) on tea tasting.

## LAST DATE

Filled in application forms should reach the Institute **on or before April 10th (Friday), 2020.**

## For Additional information, please contact:

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