

# IIPM

## भारतीय बागान प्रबन्ध संस्थान बेंगलूरु

### INDIAN INSTITUTE OF PLANTATION MANAGEMENT BENGALURU

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

*On-line Interactive Programme on*

## Tea Tasting and Blending

2<sup>nd</sup> Batch

26<sup>th</sup> to 28<sup>th</sup> September 2020

#### Introduction:

Institute is offering a 3 day online-Interactive programme on Tea Tasting and Blending, for tea industry personnel and public in general. This program combines the discipline of professional tea tasting and tea blending. The program will cover the modern principles of tea business management, art of tea tasting, blending for suitable markets. Program is developed and designed by the distinguished IIPM faculty, experts from Indian Tea industry.

#### Programme Objectives:

The program will be offered by IIPM. The program will ensure the participants to upgrade their skill in tea tasting and marketing such that their career gets propel in right direction. The course structure is flexible to cater to the needs of the participants. The curriculum is designed to suit the Fresher's to tea industry, Experience in tea business, and Experience in tea business and tea tasting.

#### Participants:

- Graduates
- Entrepreneurs
- Sponsored Candidates by Planters, Plantation Associations and Corporates

#### Programme Content:

- Tea Business – National & Global Perspective
- Profiling of Indian and International Teas
- Tasting and Blending
- Marketing and Exports
- Tea Retailing

#### Pedagogy:

- Interactive Discussions
- Live and Video Sessions
- Situation Analysis
- Experiential Sharing

#### Resource Persons:

Mr. K.G. Nanda  
Mr. Abhijit Mukherjee  
IIPM Faculty and Industry Experts

#### Programme Fee:

Rs 7080/- per participant (including GST).

#### Bank Details:

**Bank Name:** United Bank of India (PNB)  
**Branch:** IIPM Campus Branch, Bengaluru  
**A/C No.:** 1586050000611  
**IFSC Code:** UTBI0IPC856 (Fifth character "0" read as Zero)  
**Swift Code:** UTBIINBBECB  
**MICR No.:** 560027009

MDP Office, Indian Institute of Plantation Management, Jnana Bharathi Campus, P.O. Malathalli, Bengaluru 560 056

**Tel:** 91-80-23217806, 91-80-23211716 (EPABX), **Fax:** 91-80-23212775

**E-mail:** mdp.iipmb@gmail.com; **Website:** www.iipmb.edu.in

**Registration:** <https://forms.gle/fqwjuRepWtkCjZJ19>

**For further details and Application form, please contact Program Coordinator:**

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