



Professional Certificate Programme on
Tea Tasting and Marketing
(PCP-TTM) – (Tenth Batch)

(5th June – 19th July 2017)



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Indian Institute of Plantation Management Bangalore

(An Autonomous Organization of the Ministry of Commerce & Industry, GOI)

Jnana Bharathi Campus, Malathalli Post, Bangalore 560 056

Ph: +91-80-23217806 / 23212647 / 23211716 (EPABX); Fax: +91-80-23212775; Mobile: 9972868690 / 9901841752

Website: www.iipmb.edu.in; E-mail: mdp.iipmb@gmail.com / admission_iipm@vsnl.net / director_iipm@vsnl.net



**“INDIAN INSTITUTE
OF PLANTATION
MANAGEMENT (IIPM)”**

**“AS THE CENTRE
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GOVERNMENT
OF INDIA.**



THE INSTITUTE

Indian Institute of Plantation Management (IIPM), a 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 and Plantation Industry Associations. IIPM has been focusing in the field of plantation & associated agri-business and commodity 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 modern 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, Beverage Industry as well as on the tea gardens.

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

ADVISORY COUNCIL FOR TTM

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



Program Summary:

Academic Module:

- Tea Tasting for Right Marketing
- Tea Tasting: Production & Quality Management Perspective

Technical Module:

- Micro Profiling of Tea Grading
- Language of Tea Tasting
- Cup Tasting Techniques
- Electronic Nose & Electronic Tongue
- Evaluation and Scoring
- Tasting for Purchase and Tea Blends
- Palate Memory and psychosomatic perspective of Tea Tasting

Practical module:

- Practicum on Tea Tasting and Sensory Skills
- Field Study on tea tasting and market linkages (Visit to Brokerage / Tea Factory)

Assessment:

- Presentation of the Project
- Test (Practical / Written)
- Committee Evaluation & Certification

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 such that their career gets propelled in right direction.

COURSE STRUCTURE

The course 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 **Freshers to tea industry, Experience in tea manufacturing, and Experience in tea tasting.** 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.

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 5th June (Monday) to 19th July (Wednesday) 2017.

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 World's First Women Tea Tasters' Club
Bangalore-India



In Collaboration with



Tea Board of India,
Ministry of Commerce & Industry,
Government of India.

For additional information, please
contact:

Programme co-ordinators:

Dr. K. Venkateswaran

Mr. K. Narendran

Phone: +91-80-23217806 / 23212767

+91-80-23211716 (EPABX)

Fax: +91-80-23212775

MDP Office:

Ph: +91- 80 - 23212647

E-mail:

mdp.iipmb@gmail.com /

admission_iipm@vsnl.net /

director_iipm@vsnl.net

Website: www.iipmb.edu.in

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. 70,000/- (for National Candidates) and US\$ 1175 (for Foreign Nationals / PIO Candidates) to be paid on confirmation of the admission to the programme. This 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 Admissions 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 / PH candidates 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 on tea tasting, if required.

LAST DATE

Filled in application forms should reach the Institute on or before May 5th (Friday), 2017.