Professional Certificate Programme on
Tea Tasting and Marketing
(PCP-TTM) 2019 – 12th Batch
Participants’ Profile
The Institute has launched the first-of-its-kind global standard, Industry led Academia Program titled “Professional Certificate Program on Tea Tasting and Marketing (PCP-TTM)” in April 2011 under the sponsorship of the Tea Board of India. Twelfth batch TTM participants have completed the program in July 2019. The objectives of imparting tea tasting & marketing education, combined with creation, dissemination and application of practical knowledge, are being met in an integrated form, to create a synergetic impact in the state-of-the-art-of tea tasting with national and international expertise. The rigorous TTM syllabus not only instil a participation but also a passion for knowledge to encourage tasters on how to apply such knowledge in real-life situations. The programs lay emphasis on a well-rounded personality development of the participants while inculcating the values of teamwork and integrity. A core component of TTM program is an industry-integrate-international module with field visits to reputed tea estates, factories, brokerages, auction centers, tasting of tea samples from south, north eastern parts of India and international origins, which provides participants with the opportunity for a total quality on assurance of learning and tea tasting.

IIPM Corporate Training and Career Planning Unit co-ordinates quite well with the students & faculty and the corporate for placement process. On behalf of the faculty and students, I would like to extend our warmest welcome to participate in the placement process at IIPM. We are committed towards creating a community of learners to learn, which is vibrant and provides a lifelong learning experience and professional development. I would like to take this opportunity to invite you to our campus, and discover the State-of-the-Art-of Tea Tasting and Marketing.

Institute’s Special “Centers of Excellence” in the area of – Tea Planters Productivity Council (TPC), Centre for Tea Tasting and Marketing (CTM), Centre for Grassroots Workforce Governance and Management (GWGM) and Centre for Innovation and Management”, have been established to undertake pioneering work in learners’ respective areas of interest.

Prof. V. G. Dhanakumar

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 and 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 conceived as a world renowned academic institution focusing in the fields of agribusiness, plantation and commodity management education. The Institute has Educational Membership with AACSB, USA & EFMD, Brussel and permanent accreditation from HLACT-USA.
Participants’ Profile: PCP-TTM 2019

Name: Aditya Narayan
Qualification: B.Sc in Hospitality and Hotel Administration
State: Rajasthan
Language known: Hindi, English
Areas of Interest: Tea Manufacturing
Modification in Teas
Work Experience: Taj Umaid Bhawan Palace, Jodhpur as a Trainee

Name: Anand A
Qualification: B.Tech (Mechanical Engg.)
State: Kerala
Language known: English, Malayalam, Tamil
Areas of Interest: Blending & Tasting
Work Experience: 8 years in FMCG, 1.5 years in tea Industry

Name: Arogya Georgina Peter
Qualification: BE (Food Processing and Preservation Technology)
State: Tamil Nadu
Language known: Tamil, English
Areas of Interest: Tasting, Processing, Quality Control

Name: Ashil T Sebastian
Qualification: B.A English (H), NIIT Programming, TRA Jorhat Tea Field Practices and Manufacture
State: Kerala
Language known: Hindi, English, Nepali, Portuguese, Malayalam
Areas of Interest: Tea Tasting, Blending and Marketing, Plantation and Manufacture
Work Experience: 24 years in Plantation and Manufacture of Black CTC Tea and Green Tea Manufacturing

Name: Debasis Bhattacharjee
Qualification: M B A, M A (Mass Communications), Dip in Digital Marketing
State: Mumbai, Maharashtra
Language known: Bengali, Hindi, English
Areas of Interest: Branding, Blending & E-commerce
Work Experience: 15 Years in Marketing & Communications

Name: Deepa Thomas
Qualification: BCA, Masters in Information Technology
State: Kerala
Language known: English, Hindi, Malayalam, Tamil
Areas of Interest: Tea Tasting, Speciality Teas, Exports
Teas, Exports
Work Experience: Worked in the Exports Section of POABS Group, Kerala

Name: Khusbhu Kumrawat
Qualification: M S W, M B A (Executive)
State: Madhya Pradesh
Language known: Hindi, English
Areas of Interest: Tea Tasting, Blending and Marketing
Work Experience: 7 Years experience in Trading, HR & IR office

Name: Krishna Priya C
Qualification: M Sc Zoology, M B A in Marketing (ICFAI)
State: Kerala
Language known: English, Hindi, Malayalam (Full Proficiency), Sanskrit, Tamil, Hindi (Basics)
Areas of Interest: Orthodox Teas, Speciality Teas, Value added products from tea
Work Experience: 13 Years experience in medical transcription with 6 years as quality assurance professional

Name: Nimitha R. Chandran
Qualification: M.Sc. Zoology
State: Karnataka
Language known: English, Hindi, Malayalam
Areas of Interest: Tasting, Lecturing
Work Experience: 2 Years as guest lecture

Name: Nitika Gupta
Qualification: Chartered Accountant
State: Rajasthan
Language known: Hindi, English
Areas of Interest: Tea Tasting, Branding and Marketing
Work Experience: 2 Years as a tax consultant in D. B. Desai & Associates
Name: Nitin Batra  
Qualification: M.B.A (E-Comm)  
State: Madhya Pradesh  
Language known: Hindi, English, Punjabi  
Areas of Interest: Beverages Design- B2B  
Work Experience: Tea retails +2 Years, Digital Marketing+10 years

Name: Ranjani V  
Qualification: BE (Food Processing and Preservation Technology)  
State: Andhra Pradesh  
Language known: Telugu, Tamil, English  
Areas of Interest: Tasting, Processing, Quality Control

Name: Parth Aryan Sharma  
Qualification: B B A (Bachelors in Business Administration)  
State: Delhi-NCR  
Language known: Hindi, English  
Areas of Interest: Tea Tasting, Blending and Marketing (Orthodox & Speciality Teas)  
Work Experience: 6 years of experience in Distribution & Supply Chain

Name: S Shahul Hameed  
Qualification: B.Tech (Petroleum Engineering), III year  
State: Tamil Nadu  
Language known: Tamil, English  
Areas of Interest: Tea Tasting, Marketing and Blending

Name: Qamar Bisma Monem  
Qualification: B.Sc.(Hons.) in Genetics, M.Sc.(Intellectual Property Management)  
State: West Bengal  
Language known: English, Hindi  
Areas of Interest: Orthodox Teas, Ready to Drink Teas, Speciality Teas  
Work Experience: Biotech Lab Tech, IPR Management, 4+ Years Ecommerce Retail

Name: Shankar Roshan Vatiathan  
Qualification: B.Arch, PGDFM, PGPAT, PGDAST, FRM, Mixology, NCFM  
State: Karnataka  
Language known: English, Hindi, Malayalam, Kannada & Tamil  
Areas of Interest: Mixology, Tasting, Finance, Design

Name: Rama Khoria  
Qualification: B.Com (H)  
State: Assam  
Language known: Hindi, English, Bengali, Assamese  
Areas of Interest: Blending, Branding & Marketing of Tea (Inc. Speciality Teas)  
Work Experience: 5 Years Experience in Auditing / Accounts; 2 Years in Interior Shoppe Trading

Name: Sharon Correa  
Qualification: M A (English), CELTA  
State: Maharashtra  
Language known: Hindi, Marathi, English, German  
Areas of Interest: Tea Tasting, Tea Blending, Speciality Teas, Tea Marketing  
Work Experience: Cabin Crew (Etihad Airways), Teaching English to Undergraduates and Adults
We invite you to join in the Internship / Placement Process

- You may hold interview (telephonic or personal) with the shortlisted participants at IIPM, Bangalore.
- The shortlisted participants may also be invited to your premise for interview.
- The offer / appointment letter may be addressed to the Director, IIPM.
- For any information (or) activities related to Placements, you may contact:

**Dr. K. Venkateswaran**  
Programme Co-coordinator  
Indian Institute of Plantation Management  
Jnana Bharathi Campus,  
P.O. Malathalli, Bangalore - 560 056  
Ph: +91-80- 23217806, 23211716  
Email: info@iipmb.edu.in / mdp.iipmb@gmail.com  
Web: www.iipmb.edu.in

---

**Program Framework of PCP-TTM**

**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