



MAY 2019

ADMISSION ANNOUNCEMENT

TWELFTH BATCH

# Professional Certificate Programme on Tea Tasting and Marketing (PCP-TTM)



**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, proposes to launch 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 to connoisseur 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 Connoisseur in food, drinks and hotel sector.

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

**Program highlights**

The learning methodologies of the program include tasting different profiles of tea 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 program 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.

The program will provide opportunity for freshers to enter tea industry as a taster, entrepreneurship in tea retailing, assessor of tea in hotel industry and unique & off beat career paths for experienced tea taster.

The program is conducted by Tea Industry Experts from North and South Indian Tea Sector.



**The-State-of-Art-of-Tea Tasting as Imaginary Voyage**

**To Delight the Customer**



**DURATION**

45 days intensive Phase I program, starting from **MAY 2019**

**ELIGIBILITY:**

- Graduate in any discipline, recognized by UGC/ AIUs.
- Proficiency in written and oral communication in English is essential.
- Sponsored candidates by planters, plantation associations, Brokerages, tea manufacturers, Beverage experts, tea buyers and blenders will be given special consideration in eligibility norms.

**ADMISSION & SELECTION:**

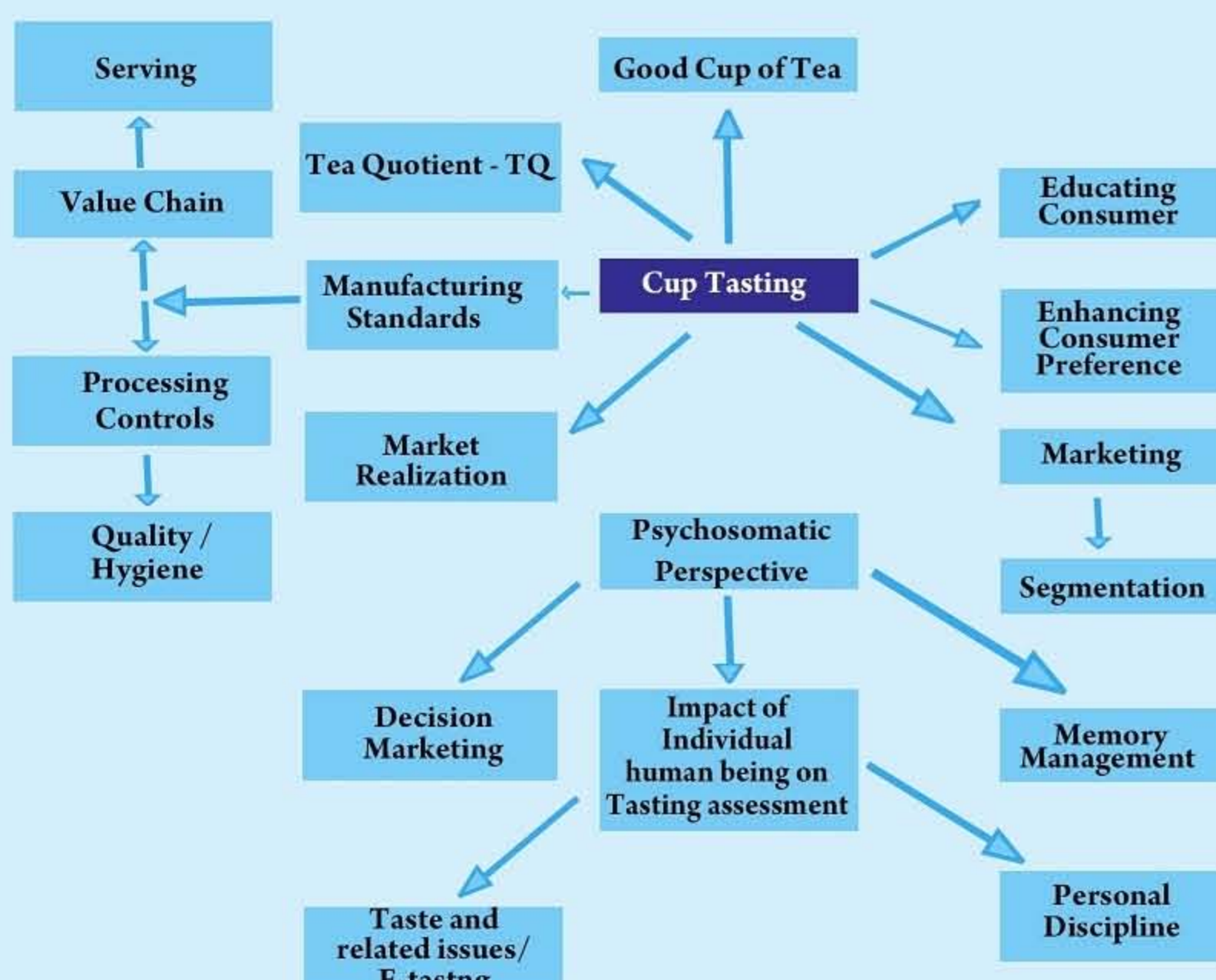
Candidates will be selected on the basis of psychometric test and blind (sensory) test on tea tasting.

**RESERVATION**

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.

**HOW TO APPLY**

For Prospectus and Application form, write to the 'The Admissions Office' along with a crossed Demand Draft for Rs.1000/- (Rs.500/- for SC/ST/PWD candidates, with relevant certificates) drawn in favour of "Indian Institute of Plantation Management", payable at Bangalore. Application form can also be downloaded from Institute's website.



For more information please visit our website

[www.iipmb.edu.in](http://www.iipmb.edu.in)