



IIPM



भारतीय बागान प्रबन्ध संस्थान बेंगलुरु

INDIAN INSTITUTE OF PLANTATION MANAGEMENT BENGALURU

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

Jnana Bharathi Campus, Malathalli Post, Bengaluru - 560 056

## Prospectus 2024

Professional Certificate Programme on  
**TEA TASTING AND MARKETING**  
(4<sup>th</sup> November – 18<sup>th</sup> December 2024)



*PCP-TTM  
Fifteenth Batch*



## THE INSTITUTE

Indian Institute of Plantation Management (IIPM) Bengaluru - 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, food & beverages and plantations (ACFP) management education and training.

## THE PROGRAM

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



This program combines the discipline of professional tea tasting, blending and 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 and sommeliers 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 and factories.

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

## 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, blending and tea making.

The field and factory visits are essential part of the program.

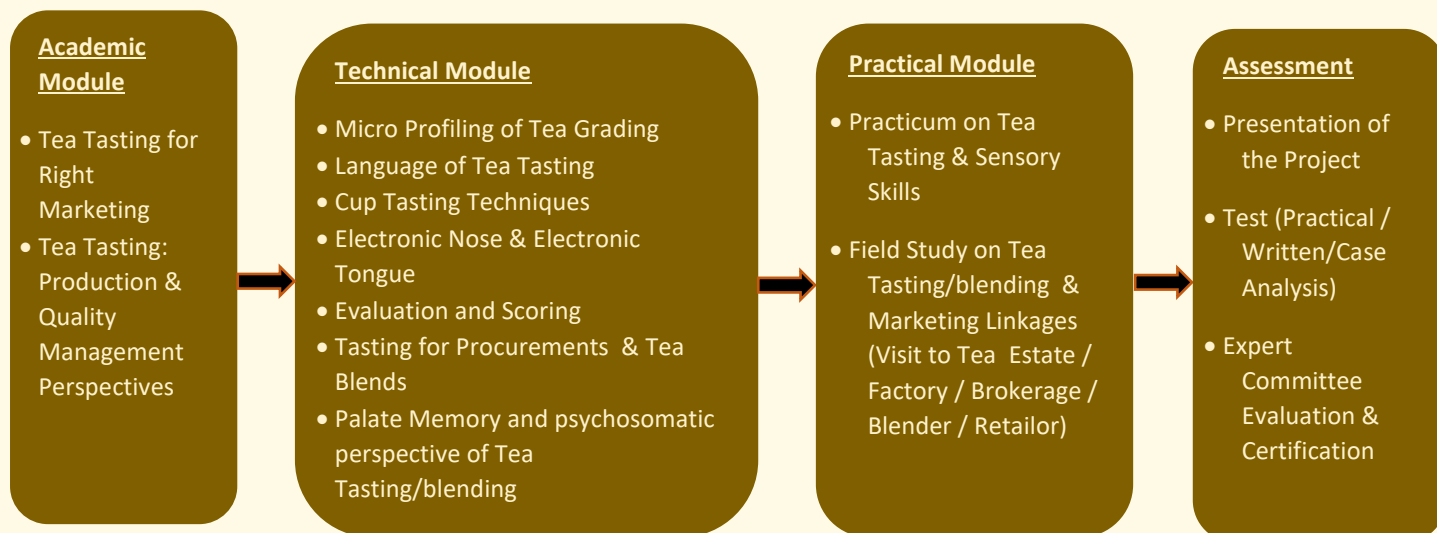
The program will ensure the participants to upgrade their skill in tea tasting, blending and marketing to facilitate their future career propelled in right direction.

## COURSE STRUCTURE

The course and 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, with experience in tea manufacturing, tea production, tea trading / blending, tea retailing and experience sommelier.**

In all the streams, the technical, functional and marketing aspects of tea tasting sessions are integrated differently in order to fill the skill gaps of the participants.

## PROGRAM SUMMARY



## ELIGIBILITY

- Graduate in any discipline, recognized by UGC/ AIUs/Foreign Universities is preferred.
- 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 17<sup>th</sup> April to 31<sup>st</sup> May 2024.

## PROGRAM HIGHLIGHTS

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

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

## 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. 80,000/- + GST (for National Candidates) and US\$ 1100 (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 & field / industry visits to North India and other personal expenses.

## HOW TO APPLY

Kindly visit our website [www.iipmb.edu.in](http://www.iipmb.edu.in) for application form. The application fee of Rs.1000/- for National candidates (Rs.500/- for SC/ST/PH candidates with relevant certificates) and US\$ 15 for Foreign Nationals can be made through internet banking / NEFT / RTGS payment or DD in favour of "Indian Institute of Plantation Management", payable at Bengaluru.

Internet Banking Details	DD may be sent to:
Bank Name: Punjab National Bank Bank Branch: IIPM Campus Branch, Bangalore Account Number: 1586050000611 IFSC Code : PUNB0158620 (Fifth character "0" read as Zero) Swift Code: PUNBINBBPHM MICR NO: 560024073	MDP Unit Indian Institute of Plantation Management Jnana Bharathi Campus, P.O. Malathalli Bangalore - 560 056, India Ph: 080-23211716

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 18<sup>th</sup> October 2024.**

## For Additional information, please contact:

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Tea Tasters' Club  
IIPM Bangalore-India*

