



# **GOLAGHAT COMMERCE COLLEGE**



**Golaghat 785621, Assam, India  
(Affiliated to Dibrugarh University)**



## **CENTRE FOR TEA PLANTATION MANAGEMENT**

*In Collaboration with*  
**NORTH EASTERN TEA ASSOCIATION**

## **INFORMATION BROCHURE**



*The* course on Tea Plantation and Management, conducted by the department, "The Centre for Tea Plantation and Management" Golaghat Commerce College, is a joint outcome of the efforts of The North Eastern Tea Association and Golaghat Commerce College, keeping in mind the present day challenges faced by the Tea Industry today.

The industry today is looking for highly trained personnel, trained in the Modern and Scientific Management techniques, who are ready to face as well as tackle any of the challenges thrown at them.

Thus the College, in its efforts to train and convert its graduates into highly employable professionals, has initiated this highly professional course.

The centre is committed to ensuring that its "Post Graduate Diploma" admission process identifies students with outstanding academic potential and ability to benefit from the course and to contribute excellence to the tea industry whatever their background might be.

The Centre is devoted to excellence in teaching, learning and to developing leaders in the tea industry who will make a difference.

After completing the course, the student will develop the following.....

- 1) Analytical skills.
- 2) A structured systematic approach to a task.
- 3) Critical thinking.
- 4) Modern methods of analysis applicable both to the tea industry and other organisations.

### **Who can apply :**

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Graduates from any recognised Indian or Foreign University with good academic record.

### **Duration of the Course :**

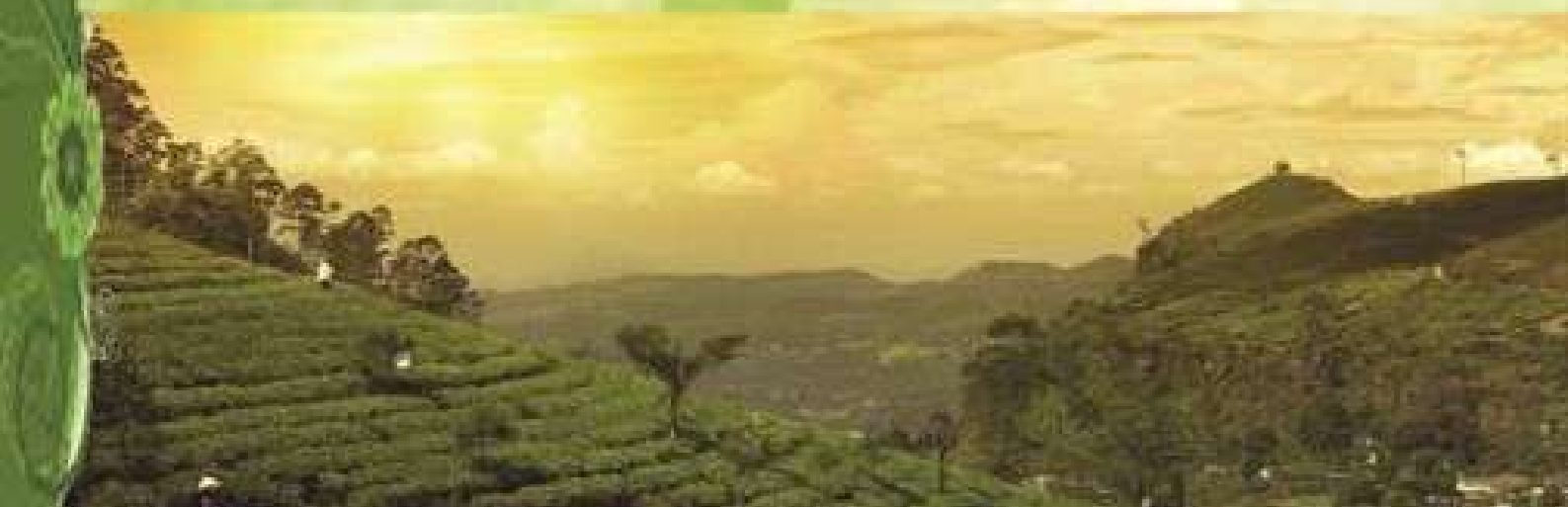
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One year divided into two Semester.

# BRIEF COURSE CURRICULUM

## PLANTATION AND FIELD MANAGEMENT :

- Planting materials, new and extension planting.
- Physiology of growth and development.
- Tissue culture.
- Seed generation and establishment.
- V.P. Nursery.
- Soil management in tea.
- Role of Microorganisms in soil fertility.
- Mineral nutrition, fertilizer application.
- Pruning policies and techniques.
- Management of young tea.
- Plucking, Quality & quantity with relation to productivity.
- Shade and fuel tree management.
- Irrigation in tea.
- Managing without irrigation.
- Pests, diseases in tea.
- Weed control.
- Development planning.



# BRIEF COURSE CURRICULUM

## FACTORY AND PRODUCTION MANAGEMENT :

- Greenleaf handling and transportation.
- Withering and withering system.
- Chemistry of tea.
- Greenleaf processing C.T.C., Orthodox and Green Tea.
- Fermentation and biological changes.
- Drying of tea.
- Sorting and packing.
- Energy and fuel management.
- Engineering and maintenance.



## PRINCIPLES OF MANAGEMENT

- Motivational Theories
- Leadership Theories
- Management By Objectives
- Organizational Development
- Factories Act
- Plantation Labour Act
- Communicative English.



## BRIEF COURSE CURRICULUM

### MARKETING MANAGEMENT :

- Auction, Private or bulk sale
- Marketing Mix
- Product, Pricing, Promotion
- Value addition,
- Packaging, Physical Distribution
- Branding, Brand Loyalty
- Product Life cycle,
- New product development
- Marketing Research.



### BASICS OF ACCOUNTANCY :

- Accounting Terminology
- System of Book Keeping
- Double Entry System
- Trial Balance & Final Accounts
- Preparation of Budget.

### COMMUNICATION SKILL :

- Communication
- Spoken English
- Listening in Business Communication
- Group Discussion
- Presentation
- Introduction to Creative writing
- Mock Interview
- Business Report
- Legal aspects in Business Communication
- Business Letters



## CLASSES, FIELD VISIT AND INTERNSHIP :

Regular Classes from Monday to Friday and every Saturday field visit. Two month internship is compulsory for every student at the end of 2nd semester and the students are supposed to spend whole two month in the Tea Estate assigned to them and have practical exposure to all the aspects of Tea Industry.



### LIST OF FACULTIES :

Mr. Ranjit Kumar Mazumdar (P.C.)

Mr. Rajesh Jaiswal (C.C)

Dr. Jibon Jyoti Kakoti

Dr. Pranjal Pratim Dutta

Ms. Reema Boruah

Ms. Rinki Das

Ms. Sneha Hazarika

Ms. Swadhinata Gogoi

Ms. Nazia Rahman



### GUEST FACULTIES :

Mr. Sunil Jallan

Mr. Manoj Jallan

### OFFICE STAFF :

Mr. Biren Bora, S. A.

Mr. Kula Bora, Sr. Asst.





## *About Tea Industry*

*Today Indian Tea Industry has 1692 registered tea manufacturers, 2200 registered tea exporters, 5548 numbers of registered tea buyers and 9 tea auction centres.*

*Assam, West Bengal, Tamilnadu, Uttaranchal, Karnataka, Kerala, Tripura, Himachal Pradesh, Arunachal Pradesh, Manipur, Sikkim, Nagaland, Meghalaya, Mizoram and Bihar grow tea.*

*India accounts for 12 -13 percent of world tea exports. The tea industry has more than 13,000 tea gardens and employs a total work force of 20 lakh people. About 31 percent of the global production of tea is made in India.*

*Competitive advantage for a tea company means not just matching or surpassing what competitors (other competing tea companies) can do, but discovering what customers want and then profitably satisfying and even exceeding their expectations undergoing competition.*

*Our students are taught how to determine the strategic advantage by using strategic tools like "value chain analysis", etc.*

*Like any tropical crop, tea also raises a number of environmental and social issues. A sustainable production for tea will ensure that tea is produced in ways that are economically, socially, and environmentally viable. Our students are taught how to follow "Good Agricultural Practices" (GAP) and "Good Manufacturing Practices" (GMP).*

Price : ₹ 200/-

