



# The Heritage Academy

Post Graduate Diploma in  
Tea Business Management



## Introduction

Inspired by the noble cause of education and philanthropic zeal, a group of twenty-two like-minded industrialists in Kolkata established the Kalyan Bharti Trust (KBT), a charitable educational foundation, to promote and provide higher education in the State of West Bengal. KBT founded The Heritage Academy, Kolkata, in 2007.

## Post Graduate Diploma in Tea Business Management

Tea has brought cheer to people across the world for over 4500 years. The ancient Chinese first drank it followed by Japan. The popularity of tea spread to other parts of the world after the 17th century.

Today tea is the reigning beverage in over 45 countries and is consumed in over 115 countries. However, the largest producer, and overall, the greatest consumer is India, where, *Chai* is an essential part of daily life. Tea has a crucial role in the Indian economy. The industry is one of the largest employers in the country, particularly of women and the underprivileged.

It is possibly the only beverage which had percolated to all the echelons of society and is considered as an essential daily drink. The consumption of tea is also growing at a rate which is almost above the growth rate of the industry.

In order to meet the challenges posed by new technologies and develop new marketing strategies, the tea industry is getting modernized in terms of process, quality control and marketing. The overall growth in the industry demands a continuous supply of well-trained and knowledgeable manpower.

There are about 3000 tea factories around the world. Assuming a basic minimum requirement of one Manager, two Assistant Managers and one Marketing Executive, about 12000 executives would be required for the industry. Assuming also a working life span of 30 years and an incidental dropout of about 20%, there should be continuous requirement of 480 executives per annum globally. Since India has about 40% of the total tea factories (i.e. about 1200 nos.), there will be a minimum requirement of 200 executives every year for the country alone.

The intimate association of The Heritage Academy with the tea industry has played a very important role for this institute to come forward with all its accumulated experience to start a Post Graduate Diploma course in Tea Business Management (PGDTBM). It would enjoy the support of highly qualified faculty, infrastructure, library and other facilities.

The program will emphasise on the various aspects of tea plantation and tea processing. There will be focus on increasing productivity and improving quality of the end product along with host of other crucial parameters. The 12-month 4-module course commencing from July 2007 intends to prepare Managers to take over administration of various tea estates who are in need of trained manpower.

## Programme Curriculum

The Programme comprises of 18 courses, including 2 practical courses and project work & viva - voce, and is to be offered in 4 modules. The basic structure is as given below:

### Module-1 (July – September)

Code	Course	Lecture Hr. p.w.	Contact Hours	Marks	Credit
TBM101	General Aspects of Tea	3	30	100	3
TBM102	Soil & Water Management	3	30	100	3
TBM103	Pest, Disease and Weed Management	3	30	100	3
TBM104	Computer Fundamentals & Applications	3	30	100	3
TBM105	Practicals (*)	6	60	100	3
<b>Total</b>		<b>18</b>	<b>180</b>	<b>500</b>	<b>15</b>

(\*) Practical include:

- Examination of botanical specimen like leaf, roots, stomata etc. under microscope.
- Examination of soil profile by cutting section in a nearby field.
- Determination of soil acidity and working out input requirements for correction.



## Module-2 (October – December)

Code	Course	Lecture Hr. p.w.	Contact Hours	Marks	Credit
TBM201	Business Communication	3	30	100	3
TBM202	Biochemistry and Tea Manufacture	3	30	100	3
TBM203	Labour Management	3	30	100	3
TBM204	Tea Economics	3	30	100	3
TBM205	Practicals (*)	6	60	100	3
	<b>Total</b>	<b>18</b>	<b>180</b>	<b>500</b>	<b>15</b>

(\*) Practical include:

- Determination of organic carbon, phosphorous and potash and working out nutrient requirement.
- Isolation of soil micro-organisms.
- Viable cell count and other cell counting for examination of commercial sample.
- Basic concept on plant tissue culture.

## Module-3 (January – March)

Code	Course	Lecture Hr. p.w.	Contact Hours	Marks	Credit
TBM301	Basic Mechanical Engineering	3	30	100	3
TBM302	Basic Electrical Engineering	3	30	100	3
TBM303	Environment & Energy Management	3	30	100	3
TBM304	Field & Factory Visits	9	90	200	6
	<b>Total</b>	<b>18</b>	<b>180</b>	<b>500</b>	<b>15</b>

## Module – 4 (April – June)

Code	Course	Lecture Hr. p.w.	Contact Hours	Marks	Credit
TBM401	Operations Management	3	30	100	3
TBM402	Engineering Materials & Processes	3	30	100	3
TBM403	Financial Accounting	3	30	100	3
TBM404	Projects and Viva-Voce	9	90	200	6
	<b>Total</b>	<b>18</b>	<b>180</b>	<b>500</b>	<b>15</b>

## Affiliation

- The course is approved by the West Bengal University of Technology (WBUT).
- Post Graduate Diploma in Tea Business Management will be awarded by the WBUT to successful candidates.

## Programme Objective

- To cater to needs of the Tea Industry in respect of providing trained Managers for plantations and factories.
- To promote Research and Development in tea industry.
- To cater to the needs of agro-chemical and fertilizer Industries, closely related to tea and in tea broking companies.

## Faculty

The teachers and instructors have been carefully chosen from the academia and from senior tea planters with research and consultancy expertise having bachelor's degree from recognized university.

## Duration of the Course

The course is of one-year duration. It is expected to commence from the first week of July 2007. The entire course has been divided into 4 modules. Each module will continue for 3 months. At the end of each module an examination will be conducted.

## Eligibility

Minimum: Science / Engineering graduates from a recognized University. Candidates with practical experience in tea estates and candidates sponsored by tea companies would be preferred.



### Seats

Total number of seats will be 30 including 6 seats reserved for foreign students.

### Workshop

The Academy maintains a mechanical workshop at the campus. Additionally, the Academy has been assured of unlimited access for practical training by tea machinery manufacturers, tea processors and tea plantation estates.

### Library

The Academy maintains a fully computerized library equipped with books on Engineering, Computer, Biotechnology and Management. A few more books and periodicals are being procured for the new course.

### Computer Facility

The Academy maintains a fully equipped computer laboratory with round the clock Internet connectivity. Multiple server and proper networking ensures Internet connectivity to all the computers.



### Fee Structure

The course curriculum will include at least two visits to Tea Estates and multiple visits to Tea machinery Manufacturers' factory besides visiting the factories of Fertilizer suppliers and Pesticides Manufacturers. The Fee structure given below does not include cost for visit to Tea Estates.

Admission Fee	Rs. 5,000
Caution Deposit (Refundable)	Rs. 5,000
Tuition Fee (Per Quarter)	Rs. 18,000

The Examination Fee, University Registration Fee and University Development Fee will be charged extra at actuals.



## The Heritage Academy

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