

Swapan Choudhan

- Assam University

Cont - 8723079153 (Rasakandy T B)

The Programme :

Post Graduate Diploma in Tea Management (PGDTM)

- Objective** : To prepare manpower for junior and middle level management for tea industry.
- For whom** : Enthusiastic and aspiring young people who desire to opt tea sector as a career. Those working in tea industry may also apply.
- Eligibility** : Graduation in any discipline, preferably science / agricultural science background.
- Preferable** : Good physique and personality.
- Intake** : 15 (fifteen)
- Duration** : 12 months including 3 months practical training.
- Faculty** : Blending of academics and industry.

Course Structure :

A + B + C

Semester - I : Duration - 6 months

Course code	Course name	Marks - 800
PGDTM 01	Principles and practices of Tea Management	75 + 25 = 100
	A. Principles of Management	
	B. Principles of Tea Management	
PGDTM 02	Production Management	75 + 25 = 100
	A. Field Management	
	B. Factory Management	
PGDTM 03	Human Resource Management	75 + 25 = 100
PGDTM 04	Practical on Field and Factory Management	100

Semester - II Duration - 6 months

PGDTM 05	Marketing and Financial Management	75 + 25 = 100
	A. Marketing Management	
	B. Financial Management	
PGDTM 06	Factory and Labour Legislation	75 + 25 = 100
PGDTM 07	Computer Application in Tea Business	75 + 25 = 100
PGDTM 08	Project Work	Th - 50 Viva Voce - 50 = 100

Syllabus of Post Graduate Diploma in Tea Management

PGDTM - 01

Principles and practices of Tea Management

Internal Assessment
End Semester
Total Marks

Concept, Nature and Significance of Management

- Various approaches to Management thought

Managers and Environment : Functions of management,

Social responsibilities of managers, decision making, concept and process

Planning :

- Features of planning – Objectives – Forecasting – Process of planning

Organizing :

- Organization structure – authority and responsibility – line & staff
- Staffing – fundamentals
- Directing – fundamentals
- Controlling system and techniques

Principles and History of Tea Management :

History of Tea

- Taxonomy and Botany
- Global distribution of tea

Black tea, Green tea, Oolong Tea Manufacturing countries of the world

Tea culture & social practices

History of tea plantation in India and abroad

- Tea management practices and its development over the years
- Contribution of Tea Industry in National Economy and Market
- Challenges for Tea Marketing – Domestic – International

Suggested readings :

Prasad L M 2005

Baruah D N 1989

Banerjee B. 1993

Fuchs H J. 1999

J Chakraborty (Ed) 2005

Koontz Harlod, C O'

Donnell & Heinz W (2004)

Principles of Management (Sultan Chand & Sons)

Science and Practice in Tea Culture TRA, Calcutta, Jorhat.

Tea production and processing, Oxford and IBH Publication Pvt. Calcutta

Tea environment and yields in Sri Lanka. Tropical Agriculture (Gerni)
Field Management Practices Published by TRA, Jorhat, Assam.
Essentials of Management. Tata Mc Graw Hill.

PGDTM - 02
Production Management

Internal Assessment - 25
End Semester - 75
Total Marks - 100

Field Management :

- ✓ Tea selection and Breeding
- Vegetative propagation ✓
- Soil and climate
- ✓ Mineral nutrition & fertilizer management
- Physiology in relation to productivity
- Pruning and skiffing
- Plucking
- ✓ Shade management
- Weed management
- ✓ Pest management
- Disease management
- Drought management.

Factory Management :

- ✓ Manufacturing techniques – CTC, Orthodox and Green tea ✓
- ✓ Biochemistry of tea manufacturing process
- Operational control
- Concept and design of tea machinery
- Alternative source of energy
- ✓ Medicinal properties of tea
- ✓ Bio-tea, value added tea
- Tea-testing and tea-blending
- Quality assessment of tea.

Suggested Readings :

- Chakraborty J 2005 (Ed), Field Management in Tea Research Association,
Tocklai Experimental Station, Jorhat-8.
- Anonymous 1979, The Planters Hand Book, Tea Research Association,
Tocklai Experimental Station, Jorhat-8.
- Banerjee B 1993, Tea Production and Processing,
Oxford and IBH Publication, Pvt. Ltd., Calcutta.

*Money connects
by the happiness*

PGDTM - 03 Human Resource Management

Internal Assessment - 25

End Semester - 75

Total Marks - 100

- ✓ Theories of Motivation
- ✓ Incentives including benefits.
- ✓ Labour turnover and absenteeism.
- ✓ Job description, job specification, job evaluation, job enlargement and job enrichment.
- ✓ Industrial productivity.
- ✓ Employee morale
- ✓ Wage and Salary administration.
- ✓ Occupational hazards and safety.
- ✓ Methods of performance appraisal
- ✓ Counseling to employees
- ✓ Industrial disputes - causes and remedial measures.
- Cost benefit concept in HRM
- Theories of leadership
- Interpersonal and organizational communication.
- Grievance handling procedure
- Works committees/joint management council
- Plantation Labour Act.
- Assam Tea plantation Provident fund and Pension scheme.
- Trade union Act.

Suggested Readings :

Flippo Edsin B.

Personal Management Mc. Graw Hill

Monappa A and Saiyadain M. S.

Personnel Management; Tata Mc Grow Hill

Daver R. S.

Personnel Management and Industrial Relations; Vikas Publishing House, New Delhi.

PGDTM - 04
Practical on Field and Factory Management

Internal Assessment - 25
End Semester - 75
Total Marks - 100

Management :

- Establishment of Nursery
- Management of shade nursery ✓
- Young Tea Management ✓
- Pruning and skiffing ✓
- Management of weed ✓
- Management of tea pests
- Management of tea diseases
- Handling of pesticides and sprayers
- Manuring, preparation of YTD etc.
- Handling of irrigation set
- Practical experience on plucking

Factory Management :

- Withering
- Operation of CTC machine
- Fermentation
- Firing
- Sorting
- Packaging
- Espatch of made tea
- Tea tasting

Suggested Readings :-

1. Chakraborty J 2005 Field Management of Tea. Tea Research Association, Tocklai Experimental Station, Cinnamara, Jorhat - 8
2. Anonymous 1979, Planters Hand Book, Tea Research Association, Tocklai Experimental Station, Chnnamara, Jorhat - 8

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PGDTM - 05
Marketing and Financial Management

Internal Assessment - 25
End Semester - 75
Total Marks - 100

Marketing environment with special reference to Tea :

- Consumer behaviour
- Product branding, packaging, labeling, PLC, new product development
- Pricing decision
- Distribution Channel management
- Promotion decision

Financial Management :

- Basic accounting - Journal, Ledger, Cash Book, Final Accounts
- Plantation Accounting
- Budgeting
- Capital Budgeting
- Management of Working capital
- Analysis of financial statements
 - Rational analysis
 - Fund flow analysis

Suggested Reading :

Ramaswamy US and Namakmoer S 2005	Marketing Management Macmillan India Limited
Kotler Philip 2005	Marketing Management; Prentice Hall
Ravi M Kishore 2005	Financial Management; Taxman

PGDTM - 06 Factory and Labour Legislation



২৮/১১/২০১৮

- ✓ Minimum wages Act - (2)
- ✓ Industrial Dispute Act, 1947 - (14)
- Basic Land laws of Assam and West Bengal *
- ✓ Standing orders in Tea Estates - (13)
- ✓ Factories Act; 1948 - (1)
- Disciplinary Proceedings
- ✓ The Plantation Labour Act; 1951
- ✓ Payment of Gratuity Act - (8)
- ✓ The Workman's compensation Act; 1923 - (9)
- ✓ Maternity Benefit Act - (11)
- ✓ Payment of Bonus Act - (7)
- ✓ Payment of wages Act - (3)

Industrial Employment
(Standing orders) Act, 1947
The Tea Districts Emigrant
Labour Act, 1932

- Challenges to Human resource Management in tea Industry - Trade Unions - Disputes - Cost benefit analysis - Discipline - motivation
- System and role played by labour department in tackling labour disputes of tea industry
- Matters discussed at Bipartite level
- Matters discussed at Tripartite level
- Information technology and Tea Industry different returns to be field to the department of
 - Central excise, and sales tax
 - P.F. and D.L.I.
 - Labour and Factory Inspectors
 - Corporate Office
 - Tea Board and Tea Association
- Performance Appraisal system followed in Tea Industry - Plantation and Factory

Suggested Readings :

Bare Acts

Srivastave S.C.

Industrial Relations and Labour Laws, Vikas

Malik P.L. (2203)

Handbook of Labour and Industrial Law
Eastern Books Company

PGDTM - 07
Computer Applications in Tea

Internal Assessment - 25
End Semester - 75
Total Marks - 100

- Preliminary knowledge on computer application in tea garden and factory
- Basic knowledge on MS Office
- MS Access programming language and its application system in computer
- Some software with special reference to tea
- Visit to tea garden to gain knowledge on the practical application of computer in tea garden
- Internal and E-commerce

Suggested Readings :

Saxena Sanjay
Awadh, 2005
Joseph, J J

A first course in Computer, Vikas
Management information system
E-commerce; An India - Preview, 2nd Edition

PGDTM - 08

Project Work

Project Report - 50 Marks
Viva-Voce - 50 Marks

- Project work to be assigned by the appointment supervisor on relevant topic :

IMPORTANT DATES

Issue of Admission form & Prospectus	: 18 th July, 2008
Last Date of submission of Application	: 28 th July, 2008
Written Entrance Test & Personal Interview on	: 30 th July 2008 (11-00 A.M.)
Display of list of Selected Candidates	: 31 st July, 2008 at 3-30 p.m.