



**BIRLA INSTITUTE OF FUTURISTIC STUDIES**

**( A B.K Birla Group Institutions )**

**17 A , Darga Road , Kolkata – 700017**

**One year Diploma programme in Tea Management**

Established in 1998 under the aegis of the Birla Vidya Vihar Trust, Birla Institute of Futuristic Studies has always focused its academic activities on professional courses which have both the flavor of the latest market trend as well as a strong careerist potential. Keeping to its motto of fulfilling the dream of every aspiring student BIFS has in all these years been successful in building itself into one of the most exciting and enriching institutes of the city.

**Course Objectives**

- Selected candidates undergo intensive exposure in :
  - Agronomy (the art & science of plantation/cultivation of tea and allied)
  - Labour welfare
  - Environmental upkeep and management
  - Tea processing, production, packaging
  - Globally relevant marketing techniques
  - Negotiation skills
  - How to build power Brands
  - Tea Tasting

- The course prepares students to :
  - Make a smooth entry into the Tea business
  - Specialize in a discipline of his/her choice
  - Present themselves as new generation
  - Tea professionals with a global perspective
  
- The course functions through :
  - Classrooms lectures
  - Case studies
  - Lab work
  - Hands industrial training in Tea companies of repute and gardens
  - Auction exposure
  - Visits to tea gardens and warehouses
  
- **Programme culminates**

Students need to prepare and submit a Project Report on a particular topic, undertaken as an assignment in the Final Semester of the end of the academic session. The Report is judged by a panel of internal and external examiners.

### **The Instruction Process**

- The BIFS Tea Management course is conducted with English as the medium of instruction. Mastery of the language is aggressively encouraged.
- Audio-visual aids and Computers are essential instruction support facilities. Students are encouraged to be **e-friendly**.

## **Course Duration**

- Duration of class hours and teaching methodology has been tailored to make this a **one year part time evening course conducted thrice a week from 6 -8 p.m. on weekdays.**