

INDIAN TEA ASSOCIATION



Phone: 91(33)2210-2474/75
Fax: 91(33) 2243-4301
Email: ita@indiatea.org
Website: www.indiatea.org

ROYAL EXCHANGE
6 NETAJI SUBHAS ROAD
KOLKATA 700 001

Circular No. 106/2024- 25

24th March, 2025

TO: ALL MEMBER COMPANIES

**Online e-Professional Certificate Program (ePCP) by IIPM:
Managing Family Business in Plantations"**

Members are informed that the Indian Institute of Plantation Management (IIPM), Bengaluru, is launching a 9-month **online e-Professional Certificate Program (ePCP) in Managing Family Business in Plantations"** w.e.f. May 2025.

As informed by IIPM, the program is primarily designed for owners & their family members, investors and managers of family run plantations viz. Coffee, Tea, Rubber, Spices, Cocoa, Oil Palm, etc. and the program content will be a mix of fundamental, conceptual, advanced and application-based modules, focusing on technical & analytical skills, strategies, legal and succession challenges in family businesses.

The institute has requested the Association to disseminate this information amongst members for possible registration and enrolment to the program.

Members wishing to register for the said program are requested to submit filled-in application to IIPM, **latest by 12th April 2025.**

For further details on the program, registration, application form, etc., interested members may visit the IIPM website (www.iipmb.edu.in) or scan the QR code given in the enclosed document received from IIPM.

Arijit Raha
Secretary General

Encl: As stated.

Copy to: Chairman / Vice Chairman / Addl. Vice Chairman



IIPM

भारतीय बागान प्रबन्ध संस्थान बेंगलुरु

INDIAN INSTITUTE OF PLANTATION MANAGEMENT BENGALURU

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

Professional Certificate Program (ePCP) in Managing Family Business in Plantations (Online)



Nine Month | Blended Learning | May 2025 to January 2026

BACKGROUND

Indian families in plantations such as tea, coffee, rubber & spices for generations are involved in traditional production, processing, and marketing, of plantation products. Over time, the plantation sector globally in general and India in particular is undergoing tremendous challenges and showing a sign of maturation. Moreover, in the recent past, with the increasing opportunities in other sectors, the new generation not showing much interest to remain in the plantation business. There are several scenarios where, they abandon their estate, absentee landlord, engaging executives/managers or leasing out their property to a third party. This has become a serious concern on production, productivity, exports and the wealth creation of the nation. But, the succession of these family businesses across generations are very much depend on their ambitious mindset, entrepreneurial drive, and sound marketing plans. This calls for a transformational intervention with the stakeholders in family businesses. Therefore, it is very much essential to educate the owners & their family members, investors, and/or managers and create a talent pool through formal training. This is required to ensure that the younger generation get attracted to and to remain in plantation and ensure that their business remain resilient and sustain.

FOR WHOM

The programme is primarily designed for owners & their family members, investors and managers of a family run plantations such as Coffee, Tea, Rubber, Spices, Coco, Oil Palm, etc. It would be also beneficial to the aspiring young managers looking for their career in family run business units. The minimum education qualification is any undergraduate degree.

TRAINING MODULES & COVERAGE

The programme is unique and designed exclusively for stakeholders of family businesses in plantation sector. The content is a mix of fundamental, conceptual, advanced and application based modules that are essential to manage the family business.

A total of 3 Trimesters, with a combination of both online and on-campus sessions, online sessions: 4 sessions per week, on every Saturday & Sunday, each session 1hr. 15 minutes. During Trimester 3, participants would visit IIPM.

AWARD OF CERTIFICATE

After the successful completion of the nine months program, you will be awarded with a Professional Certificate Program (ePCP) on "Managing Family Business in Plantations".