



# **GOLAGHAT COMMERCE COLLEGE**

**Jyoti Nagar, Golaghat, Assam 785621**

<https://golaghatcommercecollege.org>

**THIRD CYCLE NAAC ACCREDITATION 2022**

## **Criterion 7**

**7.2.1 Best practices successfully implemented by the Institution as per NAAC format provided in the Manual.**

### **Best Practice I**

**Centre For Tea Plantation Management**

*Submitted to*



**NATIONAL ASSESSMENT AND  
ACCREDITATION COUNCIL**

# CRITERION 7

## Institutional Values and Best Practices

Indicator- 7.2 Best Practices

### Best Practice I

#### Title of the Practice:

**CENTRE FOR TEA PLANTATION MANAGEMENT (CTPM)**

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	CTPM Website: <a href="http://www.cteapm-ac.in">www.cteapm-ac.in</a>	

## **Best Practice 1:**

### **1. Title of the Practice: Centre for Tea Plantation Management (CTPM)**

The Centre for Tea Plantation Management (CTPM), Golaghat Commerce College was set up in 2016 with the vision of being a center of education in the field of Tea Plantation Management imparting specialized and globally competitive knowledge and skills. The College, through the **Centre for Tea Plantation Management (CTPM)**, endeavours to achieve the following:

### **2. Objectives of the Practice:**

- To impart knowledge and skill to the rural youth on modern and scientific aspects of tea cultivation and plantation management
- To generate a pool of highly competent, trained personnel having entrepreneurial ability and managerial skill to manage the tea plantations profitably.
- To cater to the demand for skillful, trained local youths in the tea industry of Assam.
- To motivate, encourage and help rural youth for undertaking tea cultivation as a means of self-employment.
- To support professionals already engaged at the marketing/management level in the field of tea services and products.
- To strengthen the backbone of the Tea Industry and to add to the overall growth of the industry in Assam.
- To address contemporary challenges faced by the Tea Industry of Assam.

### **3. Context:**

Golaghat district is a tea hub and contributes significantly to the overall tea production in the state of Assam. There is ample scope for the local youths to have a career in tea sector and secure lucrative positions in tea companies or tea gardens, tea broking houses and tea associations or start their own ventures. The Centre for Tea Plantation Management (CTPM), Golaghat Commerce College was created to cater to this Geo-spatial distinctive potential of the region. The centre has been playing a constructive role in training the local youths and equipping them with requisite skills for employment in tea industry. Golaghat Commerce College has the unique distinction of being the first provincialised college in Upper Assam to have introduced a centre for Tea Plantation Management which offers formal education and training on tea. The centre was formed in collaboration with North Eastern Tea Association (NETA). The priority of the centre is

to maintain a steady flow of technically qualified and professionally competent personnel to the tea estates and allied sectors.

#### **4. The Practice:**

**4.1. Post Graduate Diploma in Tea Plantation Management (PGDTPM):** The Centre for Tea Plantation Management (CTPM), in consultation with NETA has been conducting a **Post Graduate Diploma course in Tea Plantation Management (PGDTPM)** from the session 2016-2017. The course is of 2 (two) semesters with a total duration of 1 (one) year including two months of compulsory internship at different allotted tea estates. The total intake capacity of the course is sixteen (16) and graduates from any discipline can pursue this course. The syllabus is realistic and oriented towards the job market, broadly focusing on the following areas: Factory and Production Management, Plantation and Field Management, Marketing Management, Basics of Accountancy, Labour Laws and Communication Skill.

**4.2. Strong Industry Collaborations:** The PGDTM course offered by the centre is **experiential, learner-centric and industry driven** with strong industry linkage.

a) To develop an active industry-academic interface and produce “Industry Ready” students, the centre has **collaborated with NETA, All Assam Small Tea Growers’ Association (ASTGA) and Arin Tea Pvt. Ltd., Golaghat.** These industry collaborations help students to acquire skills and capabilities and prepare them to get appropriate employment.

b) The students pursuing the course are required to **visit various member tea gardens** of NETA every fortnight for obtaining firsthand knowledge on tea cultivation, processing and labour management.

c) Students are required to undergo an **internship of two months** in Tea Estate assigned to them and have practical exposure to all the aspects of Tea Industry.

d) The centre organizes **seminars, student training programmes, workshops** etc. at regular intervals.

e) Distinguished persons and experienced personnel from the Tea Industry deliver lectures and conduct **Teaching and training sessions.**

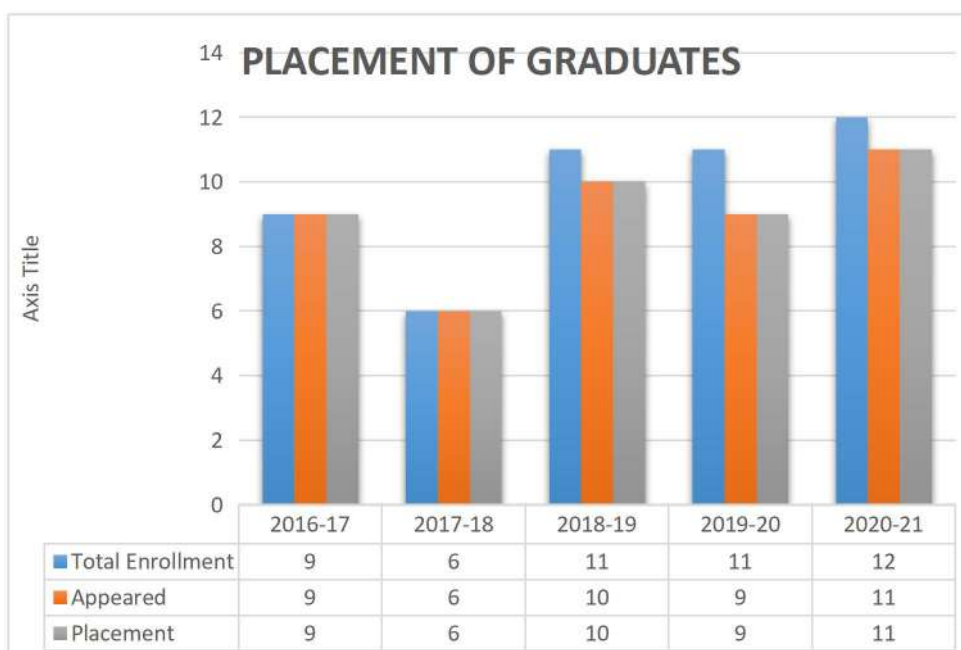
f) North Eastern Tea Association (NETA) is a key partner and it actively assists in the **recruitment and placement** of the students who have successfully completed the course.

**4.3. Soil Testing Laboratory :** A soil testing laboratory has been developed to do routine analysis of soil. Different soil chemical and physical parameters are analyzed for tea growers as well as other cultivators and suggest them regarding their soil nutrient status.

**4.4. Infrastructure and facilities:** The centre offers adequate physical infrastructure for the quality education of students and all round development. In the last five years, consistent efforts have been made to augment the existing infrastructure. The CTPM classroom, conference room and the seminar rooms are ICT-enabled, with projectors and screens. A special office space has been created to carry out routine work.

## 5. Evidence of Success

The intensive professional training delivered by the centre has enhanced employment possibilities and entrepreneurial ventures. Many students after successful completion of the course have been gainfully employed in Tea Estates across Assam as Assistant Managers of tea plantations or entrepreneurs focusing on profitable and sustainable tea cultivation. Till 2021, forty five (45) students have so far completed this course and more than eighty per cent of them are engaged in tea industry. Sixteen (16) students are currently undertaking the course in 2022. The course begins in August every year. The Centre has been able to maintain a constant linkage with the Tea Industry and the related bodies like Tea Board, India, various Tea Associations and Tea Research Institutions etc. for its development activities. The list of students of PGDTPM Course employed in the tea industry in different capacities are annexed in the supporting documents.



**Figure I: Placement of Graduates**

## 6. Problems Encountered and Resources Required

- ❖ The Post Graduate Diploma in Tea Plantation Management Course offered by the centre enrolls a student population with a mixed set of expertise and disciplinary backgrounds. A cross-disciplinary approach to teaching is required to engage the students and help them adapt to the course.
- ❖ The COVID-19 pandemic presented challenges to acquisition of practical skills through field visits and in-person internships which are an essential part of the Post Graduate Diploma in Tea Management Course. Although, classes were offered online, the shift in teaching modality presented challenges in teaching practical work.



  
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