

## Diageo India Launches Skill Centre in Assam under its 'Learning for Life' Initiative to Expand Hospitality Skilling

*Skill Centre in Assam aims to train 200 youth annually, strengthening employability and pathways to sustainable livelihoods*

**Sonitpur, Assam, 18 June 2026:** Diageo India (United Spirits Limited), among the country's leading alcohol companies, in partnership with the Tourism & Hospitality Skill Council (THSC), today inaugurated a new Skill Centre at the Durrung Tea Estate, Sonitpur, Assam. Established under Diageo India's flagship 'Learning for Life' initiative, the centre aims to equip local youth with industry-relevant hospitality skills and connect them with employment opportunities across the hospitality and service sectors.

The inauguration ceremony was graced by Ms. Sanskriti Somani, IAS, Hon'ble Co-District Commissioner, Sonitpur District, Shri Krishna Kamal Tanti (Hon'ble MLA, Rangapara); Shri Ananda Kumar Das (District Commissioner, Sonitpur), Shri Barun Purakayastha (Senior Superintendent of Police); Smt. Madhusmita Hazarika Deka, (BJP President, Sonitpur); and Shri Hemanta Saikia (DPM-T, ASDM). Representatives from leading industry partners, including Cygnett Imperial Hotels, Welfare Officers from the tea gardens, representatives from Diageo India and THSC were also present at the event.

The Learning for Life Skill Centre has been established to strengthen employability and expand access to quality vocational training for youth in Assam. In its first year, the centre aims to train 200 youth through structured hospitality skilling programmes aligned with industry requirements, creating pathways to sustainable livelihoods while supporting the talent needs of Assam's growing tourism and hospitality sector.

Delivered in partnership with THSC, the training program run at the skill centre will offer industry-aligned training through certified trainers and assessors. The curriculum will focus on technical hospitality skills, communication, digital literacy and essential workplace competencies, preparing candidates for employment opportunities across hotels, restaurants and allied service sectors. Upon successful completion of the programme, candidates will be assessed and certified through THSC and provided placement support through the council's extensive industry network. The initiative seeks to bridge skill gaps, enhance workforce readiness and support long-term career opportunities for youth from local communities.

**Ms. Sanskriti Somani, IAS, Hon'ble Co-District Commissioner, Sonitpur District said:** *"Skill development is one of the most powerful tools for creating opportunity. This centre will help young people in Assam gain industry-relevant skills, improve their employability, and build brighter futures for themselves and their families. By investing in our youth today, we are strengthening the foundation for a more prosperous and self-reliant Assam tomorrow."*

**Devashish Dasgupta, Corporate Relations Director, Diageo India (United Spirits Ltd),** added, *"We are investing in the aspirations of youth by connecting skills with employment, and helping unlock sustainable livelihoods in communities through our 'Learning for Life' initiative. As the hospitality industry continues to expand, initiatives like this ensure that growth is inclusive and powered by skilled local talent."*

**Rajan Bahadur, CEO, Tourism & Hospitality Skill Council,** added, *"India's hospitality and tourism sector is witnessing strong growth, creating a significant demand for skilled manpower. Through our partnership with Diageo India under the 'Learning*

*for Life' initiative, we are committed to empowering youth from underprivileged backgrounds by providing them with industry-relevant skills, nationally recognized certifications, and meaningful employment opportunities. This Skill Centre in Assam will not only enhance employability and create pathways to sustainable livelihoods but also contribute to building a robust talent pipeline for the hospitality sector while fostering inclusive socio-economic development in the region."*

Launched in 2020, Diageo India's Learning for Life programme has positively impacted 8500+ youth, focusing on improving employability, enabling livelihoods, and strengthening workforce inclusion within the hospitality sector. By providing access to quality training and industry exposure, the programme continues to bridge skill gaps and support long-term career opportunities.

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**About THSC:**

The Tourism & Hospitality Skill Council (THSC) was established in 2014 under the aegis of the Ministry of Skill Development & Entrepreneurship, Government of India. As an approved Awarding Body under the National Council of Vocational Education & Training (NCVET), THSC plays a pivotal role in strengthening the Skill India Mission by building a robust and future-ready workforce across the tourism and hospitality sectors. Since its inception, THSC has certified more than 1.8 million youth, supported by a strong ecosystem of 1000+ training institutes, 81+ colleges, and a wide network of over 750 industry partners across the country.

**About Diageo India (USL):**

Diageo India is among India's leading beverage alcohol (alcobev) companies with an outstanding portfolio of premium brands. A subsidiary of Diageo Plc., it is listed in India on both the National Stock Exchange (NSE) and Bombay Stock Exchange (BSE) as United Spirits Limited (USL).

Headquartered in Bengaluru, Diageo India has one of the largest manufacturing footprints in alcobev with 35 facilities across India. It manufactures, sells, and distributes Johnnie Walker, Black Dog, Black & White, Antiquity, Signature, The Singleton, Royal Challenge, McDowell's No1, Smirnoff, Ketel One, Tanqueray, Captain Morgan and Godawan, an artisanal single malt whisky from India, bringing together global expertise and local pride to deliver innovative, world-class products and experiences to consumers. With a strong focus on driving a positive impact on society, Diageo India has been working on collective action to improve livelihoods, championing Grain to Glass sustainability, responsible consumption and nurturing the alcobev ecosystem, to contribute to India's growth agenda.

For more information about Diageo India, our people, our brands, and our performance, visit us at [www.diageoindia.com](http://www.diageoindia.com).

Visit Diageo's global responsible drinking resource, <http://www.DRINKiQ.com>, for information, initiatives, and ways to share best practices.

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