

USIFA Impact Brief



***The U.S.-India Friendship Alliance (USIFA) is
the philanthropic arm of the U.S.–India
Strategic Partnership Forum.***



01 | USIFA New Program Spotlight





The U.S.-India Friendship Alliance (USIFA) is proud to launch its pilot partnership with the World Food Movement, bringing a proven model of community resilience to Washington, DC. The initiative will address a critical and immediate need in the nation's capital through delivering meals to some of the capital's most vulnerable residents. It is grounded in a simple principle: when basic needs are met, students and communities can grow and succeed. This pilot is just the first step. To explore partnership opportunities, contact us at friendshipalliance@usispf.org.

02 | Members in Action: Ford Motor Company

Every month, the U.S.-India Friendship Alliance spotlights the CSR and philanthropic programs of USISPF member companies and friends. This month, we are pleased to feature two impactful programs led by Ford Motor Companies.



Ford Motor Company: Community Eye Care Project

Good vision helps people live, work, learn, and dream with confidence. To support this initiative, Ford Motor Company-Ford Philanthropy ran the Community Eye Care Project from April 2025 to March 2026. Ford Motor Company partnered and worked with the Blind People Association, Ahmedabad, to bring eye care to villages in Sanand Taluka and Ahmedabad District. Many people in rural areas struggle to get eye checkups due to cost, distance, and lack of awareness. Aiming to reach out to communities, the project used a Mobile Eye Van with modern tools like a slit lamp, auto refractometer, and non-contact tonometer. The van started on April 24, 2025 and traveled to villages to provide free eye screening, early detection, and minor eye surgery. A community eye care project also helped special-abled people get disability certificates, access government schemes, and find self-employment support.

Ford employees volunteered for multiple camps and awareness drives. In one year, the project covered 70 villages and held 40 camps. It screened 8,369 people, gave 3,464 spectacles, performed 265 surgeries, and provided medicines to 4,841 people. The team also gave 50 self-employment kits and 30 tricycles to differently-abled people and ran special camps for children in various schools and communities. By bringing care to people's doorsteps, Ford helped improve health, confidence, and opportunity for thousands.



Ford Motor Company: Women's Empowerment and Livelihood Generation Project

This initiative supported by Ford Motor Company aims to help 200 women build steady incomes through skill training, financial knowledge, and support to start small businesses. The project focuses on three areas: training in beauty, wellness, and home-based small business,

strengthening Self-Help Groups (SHGs) with lessons in leadership and finance management, and organizing trainings and workshops on financial and digital literacy for nano and micro-entrepreneurs. So far, 60 women have completed beauty and wellness training, 4 SHGs have been formed and trained, and 100 women have joined financial and digital literacy workshops. All participants went through a 3-month program with regular follow-up to ensure their growth. The project's results indicate that it has helped women earn more, manage money better, and learn key business skills like planning, marketing, and customer service. It has also empowered them to find their footing in the professional world and create strong support networks. In the first workshop, 20 women received technical training and certificates for their work. Field mentors continue to guide them with logbooks, ID cards, and digital tools. All 200 women are now part of the program.

03 | Events and Updates



Attending the USISPF Leadership Summit?

This year, USISPF is celebrating [America@250](#), bringing together leaders from government, industry, policymakers, diplomats, scholars, and members of the media to deepen the U.S.-India strategic partnership at a pivotal moment in global affairs. Visit the USIFA table during the event to learn more about our programs, partnership opportunities, and how we are strengthening people-to-people ties between the United States and India through philanthropy and collaborative action.

[Learn More](#)

Update: Amendments to India's CSR Rules

The Indian Ministry of Corporate Affairs has introduced key amendments to the Companies (Corporate Social Responsibility Policy) Rules, 2014. Among other changes, companies may now undertake CSR activities through "zero coupon zero principal instruments," subject to a limit of 10 percent of total CSR expenditure in a financial year.

[Learn More](#)

04 | Call to Action

Become a Founding Partner: The U.S.-India State Leadership Exchange

The U.S.-India Friendship Alliance (USIFA) recognizes that people-to-people ties are central to the resilience and strength of the U.S.-India partnership, including at the state level, where some of the most consequential policy decisions in both countries are made. USIFA seeks partners for a State Leadership Exchange to harness this opportunity through a recurring, two-week immersive program connecting U.S. and Indian state-level leaders.

[Learn More](#)

05 | Expert Interview: Bhavani Parameswar



USIFA is pleased to feature an interview with our board member, Bhavani Parameswar, to share her thoughts on the U.S.-India relationship and philanthropy. Bhavani is the Executive Director & President of Indivate Inc., a wholly owned US-based venture of ITC Limited. She has been instrumental in establishing ITC's footprint in the US and presently serves on the boards of other ITC Group Companies, including ITC Infotech Inc. and Technico Technologies Inc.

Question: You've spent your career building bridges between India and the U.S. What do you think has made the U.S.-India relationship so strong and enduring over time?

Response: The U.S.-India relationship has endured because it is not transactional and is built on something more durable than policy cycles, trade volumes or geopolitical shifts. At its core, it rests on shared entrepreneurial energy, and a deep belief in the power of

opportunity. Having spent over three decades working in both countries, I have come to appreciate that India and the United States are, in many ways, kindred societies - large, diverse, argumentative democracies that have learned to thrive amidst complexity. Our shared democratic values create a natural affinity and mutual respect. [Read More](#)

Question: The U.S.-India relationship is often viewed through a trade and policy lens. From your perspective, how important are people-to-people ties - including education, culture, philanthropy, and community exchange - in strengthening the partnership?

Response: I have seen firsthand how both the Indian American diaspora and American stakeholders in India interact and deepen mutual understanding and trust. People-to-people connections humanize nations for one another and create reservoirs of goodwill that endure well beyond shifts in policy or commercial relationships. Time and again, we have seen that institutional interests are reinforced by human connections. Even at the highest levels of government, it is often personal relationships, and shared values that help overcome the most intractable challenges.

Question: As a Board Member of the U.S.-India Friendship Alliance, where do you see the biggest opportunity ahead in deepening U.S.-India ties, and what role can philanthropy and civil society play in shaping that future?

Response: The strength of the U.S.-India relationship is measured not just on trade volumes and investment flows, but by our collective ability to improve lives, expand opportunity, and build a more inclusive and prosperous future together.

The members of USISPF are uniquely positioned to help shape that future. Long-term profitability and sustainable business growth are most durable when they are

accompanied by positive societal outcomes. The true measure of leadership is not only commercial success, but the ability to partner across the public, private, and civil society sectors to address some of our most pressing challenges in education, healthcare access, climate resilience, women's economic empowerment, and the responsible application of technology for social good. [Read More](#)

06 | Get Involved



Join us in building stronger ties between the United States and India through impactful programs, partnership, and people-to-people connection. Whether you're looking to collaborate, invest, or learn more, we welcome the opportunity to connect.

Reach us at friendshipalliance@usispf.org, visit us at usifa.org, and follow our work on LinkedIn.



US-India Friendship Alliance

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