



# Building bonds of friendship and purpose through compassion, connections and change

An affiliate of the US-India Strategic Partnership Forum



# About Us

The US-India Friendship Alliance (USIFA) is a New York-based 501(c)(3) not-for-profit organization founded in 2004 to foster cultural, educational, and socioeconomic ties between the United States and India. Through our outreach and advocacy, we build mutually beneficial connections that allow us to fund high impact initiatives that uplift vulnerable Indian communities neglected by conventional charities.

# Mission Statement

The US-India Friendship Alliance Inc. (USIFA) bolsters purpose-driven alliances between the United States and India. The Alliance focuses on healthcare access, educational opportunity, women's empowerment, environmental awareness and cultural enhancement. By planting seeds that blossom into collaborations from government, business, academia, and civil society, USIFA bridges the gap between values and meaningful change.

# Team



**Rajeev Kaul**

**USIFA Director & President**  
*Managing Partner of Kaul Group*



**Mukesh Aghi**

**USIFA Director & Secretary**  
*President & CEO, USISPF*



**Gaurav Verma**

**USIFA Treasurer**  
*Chief Operating Officer, USISPF*



**Ravi Aurora**

**USIFA Director**  
*Senior Vice President, Global Public Policy & Indo-Pacific Policy Operations, Mastercard*



**Bhavani R. Parameswar**

**USIFA Director**  
*Executive Director & President, Indivate Inc.*



**Naimisha Pradhan**

**USIFA Associate**

# Pillars



**Education and Skill Empowerment**



**Accessible Healthcare**



**Sports and Culture**



**Woman Empowerment**



**Environmental Sustainability**

# Initiatives



## ANUSHILP – Culture

A collaboration between the USIN Foundation and Anant National University, ANUSHILP partners with artisans to facilitate craft-based product development and expand market access. ANUSHILP empowers artisans by building the foundation for sustainable livelihood opportunities, while also fostering an ecosystem that celebrates and preserves cultural heritage through the promotion of traditional crafts.



## Loomba x Lok Bharti – Education

USIFA and The Loomba Foundation launched a project in partnership with Lok Bharti to provide skills training to 5,000 widows and their children in India to empower them by improving their employment opportunities. Lok Bharti conducts training focused on employability and provides steady job placement through industry partnerships.



## Oxygen Concentrators – Healthcare

During the COVID-19 crisis, USIFA mobilized to alleviate critical shortages. USIFA delivered medical aid of over 31,000 oxygen concentrators, 2 million rapid antigen tests, 700 metric tons of liquid oxygen storage, 500 ventilator splitters, 15,000+ tons of other medical supplies, 4.6 million viral transport medium kits, and four oxygen tanker trucks to India.



## 'Strengthening Healthcare Amenities in Public Healthcare Ecosystem' (SHAPE) – Healthcare

USIFA, in partnership with SEWA and the Jhallesvhar Philanthropic Charitable Trust, under the SHAPE initiative, concentrated its efforts on enhancing healthcare accessibility for underprivileged communities in Gujarat's remote areas. Its key goals are to disseminate health awareness, modernize local health centers, and enhance the skills of frontline workers. By upgrading infrastructure, spreading COVID knowledge, and empowering personnel, SHAPE bolsters community health systems to provide quality care to underserved populations.



## Women Forward International – Education

USIFA, in partnership with Women Forward International and Parsons School of Design, collaborates with artisan groups like ZariZar to economically empower women artisans in underserved communities in India through preservation of heritage art forms such as Himroo. By connecting the research expertise of academics with market-based interventions, WFI aims to provide sustainable livelihoods for female artisans practicing traditional cultural crafts.





## Distribution of Computers in the Darjeeling Region

USISPF, along with a delegation of CEOs and senior executives from 20 leading US corporations, visited Kurseong and Darjeeling in November 2023 to explore investment opportunities. During their visit, they donated computer sets to underprivileged schools in the Darjeeling region, which were subsequently distributed by the Darjeeling Welfare Society (DWS) to eight schools, located in remote rural areas of Darjeeling and Kalimpong districts, face numerous challenges in providing quality education due to their isolation and lack of resources.



## Celebrating the leaders in Philanthropy

USISPF has honored two iconic figures for their remarkable contributions. Mrs. Nita M. Ambani, Founder and Chairperson of Reliance Foundation, received the 2023 Global Leadership Award for Philanthropy and Corporate Social Responsibility, recognizing her efforts in empowering women, supporting education, promoting Indian arts and culture globally, and developing sports in India. Shiv Nadar, founder of HCL and Shiv Nadar Foundation, was bestowed with the USISPF Lifetime Achievement Award for his pioneering work in the tech industry and transformative philanthropic initiatives. USISPF supports and celebrates such acts of philanthropy from visionary leaders, fostering a culture of social responsibility and collective impact.



## SAWIE - South Asia Women in Energy

SAWIE, a joint USISPF and USAID initiative, is focused on enhancing skills of women energy professionals through knowledge exchange programs. Its primary objective is to promote gender sensitivity and inclusivity within the energy sector. The initiative aims to enhance the skills and knowledge of women executives through various knowledge exchange programs. By highlighting their contributions, the initiative seeks to promote gender-inclusive policies and inspire qualified aspiring women to pursue careers in the Indian and global energy sectors, as well as in industrial and manufacturing domains.



# LETTER FROM PRESIDENT

Dear Friends,

The US-India Friendship Alliance Inc. (USIFA) is a New York-based 501 (c)3 organization founded on the principles of fostering strong bilateral relations between the United States and India. Our partnership is a people-to-people alliance and stands as a beacon of cooperation, collaboration, understanding, and friendship, coming together to improve the lives of citizens of both countries. In an increasingly interconnected world, the importance of such alliances cannot be overstated. As two of the world's largest democracies, the United States and India share common values of freedom, democracy, and respect for human rights. It is imperative that we continue to strengthen and deepen our ties, not only for our mutual benefit but also for the greater good of the global community.

**At the US-India Friendship Alliance, we are committed to promoting:**

- 1. Cultural Exchange and Understanding:** Promoting cultural exchange programs that celebrate the rich tapestry of our respective heritages and foster mutual understanding and respect.
- 2. Education and Skill Development:** Investing in educational initiatives and skill development programs to empower individuals with the tools they need to succeed in the 21st-century economy.
- 3. Healthcare and Well-being:** Collaborating on healthcare initiatives to enhance access to quality healthcare services and promote holistic well-being in our communities.
- 4. Sustainable Development:** Championing sustainable development practices to preserve our shared natural resources, mitigate climate change, and promote resilience.
- 5. Technology and Innovation:** Leveraging the power of technology and innovation to address pressing societal issues and unlock new opportunities for economic growth and social progress.

We strive to create a future defined by shared prosperity, security, and a healthy world.

I invite you to join us in this noble endeavor. Together, we can make a meaningful difference in shaping the future of US-India relations and fostering a more peaceful and prosperous world for all.

Thank you for your support.



Rajeev Kaul



# Get In Touch

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Visit our website

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