



US INDIA
FRIENDSHIP ALLIANCE



US-India
Friendship Alliance (USIFA)



About USIFA

As the philanthropic arm of USISPF, the U.S.-India Friendship Alliance (USIFA) mobilizes corporations, philanthropists, and civic partners to foster collaboration, expand opportunity, and strengthen the social and economic bridges between our two nations.

USIFA was operationalised during the COVID-19 pandemic to mobilize corporate and government partners in response to India's critical medical needs. Through its affiliate USISPF, USIFA provided aid, in excess of \$50 Million, across all 28 states and Union Territories, strengthening India's healthcare response and saving tens of thousands of lives. Building on this model of partnership, USIFA continues to drive impact through initiatives that strengthen people-to-people ties, create economic opportunities, and expand access to essential services—advancing shared growth and stronger U.S.-India ties.

Operating Model



Bilateral Commitment:

We serve the people and communities of both nations, reinforcing reciprocity, trust, and shared progress.



People & Community First:

We invest in human dignity, opportunity, and locally grounded solutions.



Partnership & Co-Creation:

We convene and collaborate across sectors to co-design and scale.



Equity & Inclusion:

We support inclusive growth and opportunity across diverse communities in both countries.



Trust & Stewardship:

We act with integrity, transparency, and accountability to build lasting confidence among partners and communities.



Vision

The U.S.-India Friendship Alliance's vision is a deep and enduring U.S.-India bond that expands opportunity, fosters understanding, and elevates lives across both countries through meaningful connections.

Mission

The U.S.-India Friendship Alliance advances shared prosperity between the United States and India by investing in people, talent pathways, cultural and civic linkages, and community resilience.

Values

People. Partnership. Shared Progress.

Program Areas

Pillar One: People to People Ties - USIFA strengthens people-to-people ties between the United States and India through programs that promote skills development, cultural exchange, and inclusive economic growth. Its initiatives connect communities, create livelihoods, and promote goodwill while advancing shared opportunities and deepening the bonds between both nations.

Pillar Two: Crisis Response - USIFA supports immediate relief and long-term resilience in times of crisis across the United States and India. Through its partnerships and initiatives, USIFA helps communities respond quickly to emergencies while building capacity for recovery and future preparedness, in turn strengthening trust and cooperation between both nations.



Program Spotlights

A Crafts Village Uniting East and West: Women Forward International:

USIFA is partnering with Women Forward International to establish a Crafts Village in Aurangabad, India, with the aim of building sustainable livelihoods for women artisans and economic opportunities for the region, while simultaneously preserving traditional crafts. An expanded set of partnerships is opening U.S. markets for Crafts Center products.

Community Service and Leadership Center: Pokhrama Foundation:

USIFA has partnered with the Pokhrama Foundation to establish a Community Service and Leadership Center in rural Bihar, India to advance education, health, and opportunity for underserved communities, especially girls.

Prosperity For Widows: Loomba Foundation:

The Loomba Foundation, in partnership with USIFA, undertook the “Prosperity for Widows” project to empower 5,000 marginalized widows in the state of Uttar Pradesh, providing them with sector-specific skills training and job placement support. As a result, 5,008 individuals received training with 3,546 successfully placed in various trades, thus fostering financial independence and social empowerment.





South Asia Women in Energy:

A joint USISPF and USAID initiative, the South Asia Women in Energy project focused on enhancing skills of women energy professionals through skills development and knowledge exchange programs.

Strengthening Healthcare Amenities in Public Healthcare Ecosystem (SHAPE):

Under the SHAPE initiative, USIFA, in partnership with SEWA International and the Jhalleshvar Philanthropic Charitable Trust, focused on strengthening community health systems in underserved communities in Gujarat's remote areas. The program aimed to raise health awareness, modernize local health centers, and strengthen the skills of frontline workers.

Responding to COVID-19:

During the COVID-19 crisis, USIFA in partnership with corporate members delivered 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—efforts that saved tens of thousands of lives.



Partner with us:

Every investment in USIFA helps build opportunity and resilience across the United States and India through implementation approaches grounded in careful stewardship and integrity.

Partnerships may be directed to USIFA's general fund or targeted towards a particular initiative, with the option to co-design programming. USIFA's focus areas include:

- Skills, Workforce, and Community Development
- Artisan and Livelihood Programs
- Crisis Resilience and Response
- U.S.-India Cultural and Learning Exchange



Team



**Kate
Bollinger**

USIFA Executive
Director



**Lalitambika
Kumari**

USIFA Manager
Manager, Higher
Education, CSR, &
Parliamentary Engagements
(India), USISPF



**Gaurav
Verma**

USIFA Treasurer
Chief Operating Officer,
USISPF



**Paola
Moore**

Operations and People
Manager, USISPF

Board Members



**Rajeev
Kaul**

USIFA Director &
President
Managing Partner of Kaul
Group



**Mukesh
Aghi**

USIFA Director &
Secretary
President & CEO, 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.



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usifa.org



[LinkedIn](#)



friendshipalliance@usispf.org