



Climate Champions League (CCL) 2026

Empowering Women. Driving Climate Solutions. Transforming Rural Markets.

Impact Report

Implemented By:



Supported By:



Climate Champions League (CCL) 2026

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Sakhi Unique Resource
Enterprise

SURE

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**Powering
Livelihoods**
A CEEW-VILGRO INITIATIVE

Introduction

Sakhi Unique Resource Enterprise (SURE) empowers rural women by building a last-mile distribution network that provides communities with access to

- Clean energy products
- Sustainable agriculture inputs
- Women's health and nutrition products

These products are promoted and sold by trained women entrepreneurs known as "Sakhis" within their own communities.

The Climate Champions Collective (CCC), a year-round platform was formed to recognise, enable, and scale credible climate action across grassroots communities, civil society, and innovation ecosystems. The platform is a brainchild of SURE and it begins with the flagship initiative – The Climate Champions League – and expands into knowledge exchange, institutional capacity building, and ecosystem partnerships.

Climate Champions League (2026)

Climate Champion League is the flagship initiative of the CCC and SURE. It is an intense, high-energy 53-day sprint (Feb 1st – Mar 25th, 2026) designed to accelerate the adoption of Distributed Renewable Energy (DRE) products, climate-friendly agricultural solutions, and innovative health technologies across rural Maharashtra.

Background of CCL

Reaching rural markets - especially for climate-smart DRE remains a significant challenge. Rural households often lack awareness of solutions such as biogas, solar dryers, and hydroponics. There is also a trust deficit, as external agents struggle to build credibility within communities. High distribution costs, limited product demonstrations, and inadequate after-sales support further slow adoption. As a result, many communities continue to rely on traditional, labor-intensive, and environmentally harmful practices.

SURE has been addressing these gaps through a women-led, trust-based distribution model. To further strengthen women's leadership and accelerate the adoption of sustainable solutions, SURE, along with its partners, launched the Climate Champions League (CCL). Designed as a competitive, time-bound initiative, CCL gamifies the sales process, motivating Sakhis to drive awareness, increase adoption, and scale impact across rural communities.

Objectives of CCL

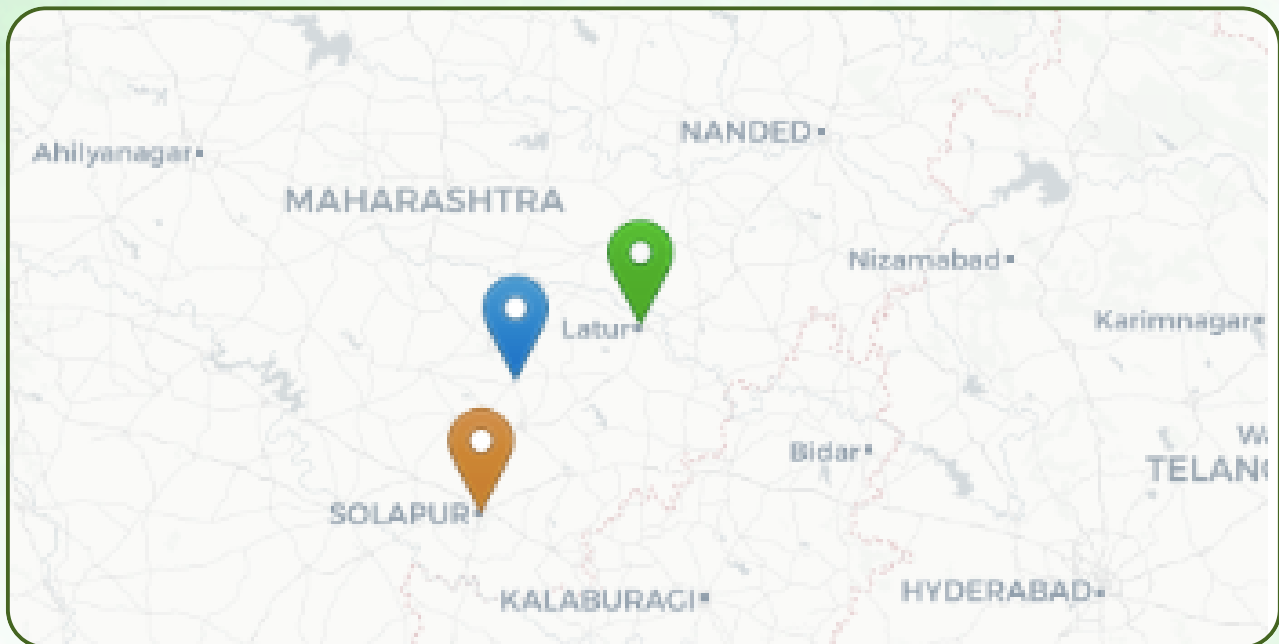
The key objectives of the CCL eco-sales competition led by rural women entrepreneurs to promote DRE products, supported by mentors and corporate sponsors, creating shared value for communities and the environment.

- Accelerate last mile adoption of climate-smart solutions
- Strengthen women-led entrepreneurship
- Create awareness and behavior change
- Build scalable and replicable models

Geographic Focus

This year, CCL focussed on 3 districts in Maharashtra, India:

- Latur
- Solapur
- Dharashiv (Osmanabad)

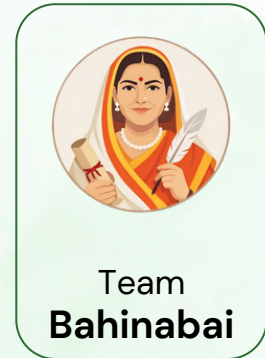
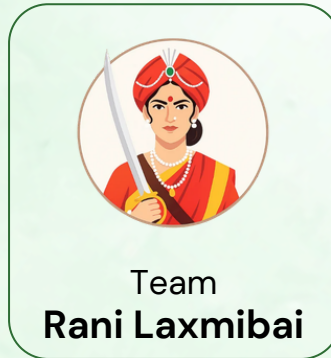
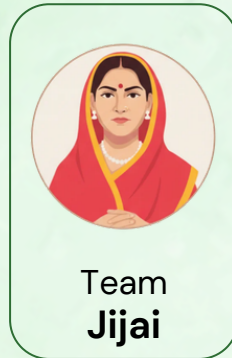
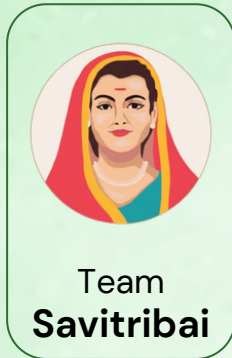


Program Design & Structure

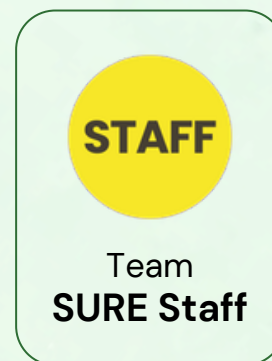
Designed for impact and powered by competition, the League gamifies climate action, turning it into a highly trackable, competitive sport.

- The 53-Day Sprint Concept: A hyper-focused timeframe creates urgency, momentum, and rapid market penetration.
- Teams & Structure: 533 registered Sakhis was divided into 7 competitive teams:

Sakhi Teams



Supporting Teams



Role of Partners

Our partners Villgro, CEEW, Powering Livelihood played a crucial role in the Climate Champions League by providing financial support to enable implementation and scale. They also contributed by curating and supporting a portfolio of high-quality climate-smart products, ensuring relevance and impact.

In addition, partners offered mentoring and technical guidance, strengthening strategy, capacity building, and overall ecosystem support for the initiative.



Implementation Approach

To achieve our targets, the CCL relied on a robust, multi-touchpoint strategy across rural Maharashtra.

The 5-Step Methodology:

1. **Awareness:** Educational village meetings.
2. **Demonstration:** Hands-on product experiences, promotion vehicle
3. **Sales:** Closing deals and building a financial pipeline.
4. **Tracking:** Live dashboard integration.
5. **Recognition:** Weekly awards.

On-Ground Activations:

Village Meetings: Sakhis conducted village-level meetings to directly engage with rural households, understand their needs, and introduce climate-smart solutions. These meetings helped build trust, address doubts, and create awareness around clean energy, agriculture, and health products. They served as the first step in influencing community-level behavior change.



Implementation Approach

Product Demonstrations: Live product demonstrations enabled farmers and households to experience the benefits of technologies such as biogas units, solar dryers, hydroponics, and spray pumps. By showcasing real use cases and cost-benefit advantages, Sakhis were able to convert awareness into informed adoption and increase customer confidence.



Promotional Campaigns: SURE implemented targeted promotional campaigns using vans, local outreach, and community engagement activities to amplify awareness at scale.

These campaigns ensured consistent visibility of products, reinforced messaging, and supported Sakhis in reaching a larger audience, ultimately driving higher engagement and sales conversion.

Implementation Approach

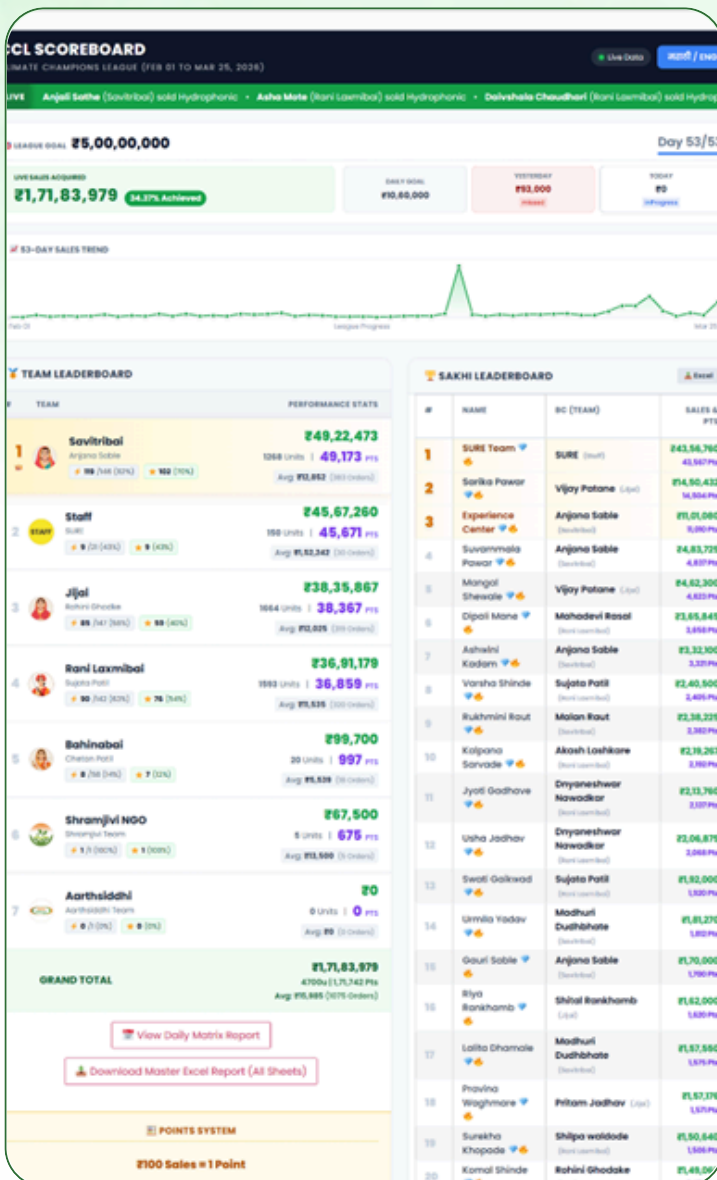
Agri Expo: SURE co-organised a 9-day Agri Expo (22 Feb – 2 Mar 2026) at Khandapur, Latur – one of the largest agricultural exhibitions in the Marathwada region. The event witnessed 5+ lakh farmer footfall, with 200+ stalls showcasing agri equipment, solar technologies, and bio-organic inputs.

SURE and its partners set up 8 dedicated stalls, demonstrating solutions like hydroponics, solar dryers, biogas, and solar refrigerators. The expo generated strong farmer interest in renewable energy solutions, resulting in high lead generation and multiple on-the-spot bookings, significantly boosting adoption and outreach.



Monitoring of CCL

Sakhis competed for the ultimate title of "Climate Champion." The sprint was governed by real-time AI dashboards featuring "Smart Data Standardization" to ensure flawless tracking of advance bookings, hard cash collections, and weekly leaderboard standings. It eliminates double-counting and ensures financial accuracy we have verified the following high-level impact.



Achievements of CCL

The League Scoreboard (Top-Level Impact)

Despite a highly compressed timeframe, the Climate Champions League reached an incredible 2.65 Crore, generating deep market penetration across rural Maharashtra.

- Financial Pipeline Generated: **₹2,66,08,332**
- Total Volume Deployed: **4,701 Units** sold from a highly curated catalogue of **24 distinct climate and livelihood products**.
- Active Geographic Footprint: **512 Villages** penetrated across **18 Districts**, establishing a robust rural retail network.
- The Grassroots Workforce: **306 Active Sakhis** (supported by **31 Coordinators** across 6 Teams) successfully converted awareness into hard sales.
- Livelihood Multiplier: The sprint generated **1500+ livelihood**, quantifying the exact socio-economic value created for rural communities.

Product-Wise Performance

Our product strategy targeted core pillars of agriculture, energy, and health. The data clearly shows that rural consumers are willing to invest heavily in capital-intensive, value-adding climate technology when guided by trusted local Sakhis.

Achievements of CCL

Here is the strategic breakdown of the Top 10 performing products that drove the Climate Champions League pipeline:



1. Solar Dryers

Revenue Generated: ₹87,44,008

Units Sold: 52

Insight: Generating over ₹87 Lakhs, the Solar Dryer emerged as the ultimate high-ticket MVP. Despite a lower unit volume, its massive revenue footprint proves a verified rural appetite for post-harvest technology that drastically increases the shelf life and market value of farm produce.

2. Biogas Plants

Revenue Generated: ₹47,74,000

Units Sold: 322

Insight: With phenomenal volume, Biogas emerged as the most widely adopted heavy-climate solution. The sheer number of units sold (322) indicates a massive cultural shift toward clean cooking and localized energy independence, heavily driven by strong Sakhi product demonstrations.



Achievements of CCL



3. Hydroponics Units

Revenue Generated: ₹47,33,800

Units Sold: 242

Insight: Rapidly adopted by dairy and livestock farmers, Hydroponics proved its value as a space-saving, high-nutrition agricultural solution. It created a perfect balance of high sales volume and strong revenue impact, especially in drought-prone districts.

4. New Leaf Cold Storage

Revenue Generated: ₹15,00,000

Units Sold: 1

Insight: A single, massive commercial-scale transaction that demonstrates the potential for Sakhis to facilitate B2B and community-level infrastructural upgrades. This proves the ecosystem is ready for enterprise-grade climate solutions.

5. Multipurpose Food Processing Machine

Revenue Generated: ₹12,17,760

Units Sold: 6

Insight: A key driver for women's micro-enterprises. These machines allow rural entrepreneurs to process raw agricultural goods into higher-margin retail products, completely aligning with the CCL's livelihood generation goals.

Achievements of CCL

6. Milk Chillers

Revenue Generated: ₹9,00,000

Units Sold: 3

Insight: Essential infrastructure for the local dairy supply chain. At an average of ₹3 Lakh per unit, these chillers prevent massive milk spoilage, directly protecting the daily income of local dairy farmers.

7. Solar Fridges

Revenue Generated: ₹7,96,875

Units Sold: 8

Insight: Bridging the gap in areas with unreliable grid electricity, these units provide critical, off-grid cooling for perishable household foods and small-scale retail (like cold drinks or medicines at local shops).

8. Solar Sprayers

Revenue Generated: ₹6,91,800

Units Sold: 25

Insight: A direct replacement for manual and fossil-fuel-powered farm equipment. Solar sprayers increase farm efficiency while reducing the continuous operational cost of diesel or petrol for the farmer.

9. Flour Mills

Revenue Generated: ₹6,57,100

Units Sold: 49

Insight: A steady, reliable livelihood product. With 49 units sold, it shows a strong trend of families and individuals setting up decentralized, village-level milling services to create daily, recurring income.

Achievements of CCL

10. Cold Storage (Standard)

Revenue Generated: ₹5,25,000

Units Sold: 1

Insight: Another high-value infrastructural win. Like the New Leaf system, even single adoptions of cold storage drastically alter the economic reality of an entire farming cluster by eliminating panic-selling due to crop spoilage.



Top 3 Team Performance



Team Savitribai (Champion)

Revenue Received: ₹49,46,473

Units Sold: 1,268

Insight: Savitribai excelled in hard cash collections, successfully bringing in over ₹49 Lakh in immediate, secured payment, the highest cash-in-hand conversion rate of any grassroots team.



Top 3 Team Performance



Team Jijai (Second Place)

Revenue Received: ₹40,95,467

Units Sold: 1,664

Insight: Jijai did well in both revenue and total unit volume. Their ability to balance high-ticket items with massive volumes of daily-use products made them the undisputed champions of the 55-day sprint.



Team Rani Laxmibai (Third Place)

Revenue Generated: ₹38,24,679

Units Sold: 1,593

Insight: A phenomenally close second place. They proved to be masters of consistency, driving nearly matching volume to Jijai and establishing a highly dependable local sales pipeline.

Top 3 District-Wise Performance



Dharashiv (Osmanabad)

**Revenue Generated: ₹1,08,66,270
(2,348 Units)**

Insight: Crossing the ₹1 Crore mark, Dharashiv is our most mature market. The density of sales indicates extremely high community trust and a strong, established network of Sakhis.



Latur

**Revenue Generated: ₹62,85,065
(1,064 Units)**

Insight: A critical agricultural hub that rapidly adopted our climate-resilient solutions. The strong revenue-to-unit ratio indicates a high appetite for premium agricultural tech like Biogas and Solar Dryers.



Solapur

**Revenue Generated: ₹35,54,612
(1,073 Units)**

Insight: Solapur showed excellent volume, heavily driven by daily-use products and health solutions, establishing a massive footprint for future high-ticket upsells.

Top Sakhis

Postion	Name	Sales Closed (Rs)
1	Sarika Pawar	₹ 14,76,032
2	Suvarnmala Pawar	₹ 4,83,725
3	Mangal Shewale	₹ 4,62,300

Top Co-ordinators

Postion	Name	Sales Closed (Rs)
1	Anjana Sable	₹ 25,23,791
2	Vijay Patane	₹ 21,54,580
3	Sujata Patil	₹ 12,38,389

Top Product Companies

Postion	Name	Sales Closed (Rs)
1	Sistema Bio	₹ 45,64,500
2	Autostudio	₹ 33,56,000
3	Raheja Solar	₹ 31,49,440

Impacts of CCL

The Climate Champions League (CCL) created significant impact by combining women-led entrepreneurship with climate action, resulting in measurable outcomes across livelihoods, environment, and market systems.

Climate & Environmental Impact



- Facilitated adoption of **1,200+ climate-smart technologies**
- Achieved an estimated reduction of **~4,500 MT of CO₂ emissions annually**
- Accelerated the shift from traditional, fuel-based practices to clean energy and sustainable solutions
- Reduced the drudgery with smart sustainable technology solutions

Women Empowerment & Livelihoods



- Engaged **306 Sakhis** supported by coordinators and team leaders, strengthening a women-led grassroots workforce
- Enabled **1,500+ livelihood opportunities**, with Sakhis earning increased and sustainable incomes
- Built confidence, leadership, and entrepreneurial capabilities among rural women
- Top-performing Sakhis achieved up to **₹15 lakh in sales**, demonstrating high potential of women-led enterprises

Market Access & Economic Impact

- Reached 512 villages across 18 districts, significantly expanding last-mile access
- Enabled sale of 4,698 units, generating ₹2.66 crore in revenue, including ₹2 crore from DRE products



- Strengthened rural market systems by connecting communities with **21 companies and 24 product solutions**
- Created a scalable model for last-mile distribution and demand generation
- Built awareness and trust around climate-smart technologies and sustainable practices
- Converted awareness into actual product adoption and usage

Systems & Scale

- Demonstrated a replicable, competition-driven model to accelerate adoption
- Strengthened collaboration between Sakhis, partners, and companies
- Created a framework for scaling women-led climate action across geographies

Success Stories

Sarika Santosh Pawar, a resident of Marwade village in Mangalwedha taluka, comes from a middle-class farming family where livelihoods depended heavily on uncertain agricultural conditions. Due to financial constraints, she could pursue her education only up to Class 12. After her marriage to Mr. Santosh Pawar, the family faced increasing financial challenges, especially when her husband had to leave his job. Their attempt to rebuild their livelihood through pomegranate farming also resulted in losses, making it a particularly difficult phase in their lives.



Her journey took a turning point when she joined SURE (Sakhi Unique Resource Enterprise) and began working as a grassroots entrepreneur. Through this role, she travelled across villages, engaging with farmers and promoting climate-friendly solutions such as biogas, hydroponics, solar dryers, and spray pumps. During CCL, she demonstrated exceptional determination—walking long distances, managing fieldwork alongside caring for her young daughter, and overcoming repeated rejections. Starting from zero sales, she rapidly built momentum and achieved over ₹15 lakhs in business within a short span, with 100+ Biogas installations, emerging as the winner of CCL. Her journey reflects resilience, leadership, and the transformative power of women-led, community-driven change.

Success Stories

Anjana Sharad Sable hails from Bhui Samudraga village in Latur. She joined SURE in 2016 as a Sakhi. In the beginning, she was shy, and was not even known in her village. Stepping out alone felt difficult. However, she started with small steps—conducting home visits, organizing meetings, and forming women’s groups—while spreading awareness on organic farming, health, sanitation, and livelihoods. With continuous training and guidance, she gradually built her confidence, communication skills, and leadership abilities.



During CCL, Anjana emerged as a strong and effective Team Leader. She played a key role in guiding and motivating Sakhis to promote climate-smart solutions such as biogas, solar technologies, and sustainable agriculture practices. Through structured village meetings, product demonstrations, and consistent field engagement, she ensured that awareness translated into real adoption. Her ability to coordinate teams, address on-ground challenges, and maintain momentum contributed significantly to the success of the initiative.

Success Stories

Vijay Patane, hailing from a farming family in Solapur, grew up witnessing the everyday struggles of farmers. Despite financial hardships, he completed his education and went on to work with various organizations and the Zilla Parishad, Solapur, between 2007 and 2014. In 2014, he joined SURE, where he worked on multiple development initiatives, including financial literacy. While the work was impactful, he felt a persistent gap in reaching and supporting last-mile farmers effectively.

A major turning point in his journey came in 2022 when he was selected for a project that promoting subsidized biogas solutions. Vijay initially faced hesitation as sales was not his area of expertise. However, through continuous training and strong mentorship, he built confidence and began delivering results. He successfully motivated Sakhis to achieve challenging targets, helping them win incentives such as refrigerators and mobile phones. He guided women leaders to step into leadership roles as Supervisors—transforming their incomes from ₹2,000 to ₹25,000 per month.



Expanding his work across multiple projects, including digital income initiatives and the Villgro-supported program, Vijay played a key role in driving the adoption of solar-based technologies. Despite the challenge of changing deeply rooted traditional practices, he and his team of Sakhis conducted extensive field visits, demonstrations, and awareness campaigns to promote renewable energy solutions.

Their efforts culminated in strong results during the Climate Champions League (CCL), where his team achieved significant milestones—one of his Sakhis, Sarika Pawar, emerged as a top performer. Vijay himself was recognized with a reward of ₹1.5 lakh, reflecting the collective success of his team.

Challenges and Key Learnings

- One of the key challenges was managing the rapid pace of sales alongside real-time tracking, including data collection, payments received, and outstanding amounts. As the scale increased, maintaining accuracy and coordination became critical. This was effectively addressed by strengthening the team and improving monitoring systems, enabling smoother operations and better accountability.
- Another major challenge was the gap between demand generation and supply readiness. While strong community engagement created high demand for climate-smart products, some partner companies faced difficulties in fulfilling large volumes on time. This highlighted the importance of stronger supply chain planning, inventory readiness, and partner alignment to ensure seamless delivery at scale.

Way Forward

Building on the success of CCL, SURE aims to scale its impact by expanding the Sakhi network to 6,000 women entrepreneurs by 2026–27, strengthening last-mile delivery and outreach. The model will be extended to three states—Maharashtra, Karnataka, and Madhya Pradesh, enabling wider geographic coverage and deeper market penetration.

SURE will also focus on collaborating with more NGOs and Farmer Producer Organizations (FPOs) to replicate and scale the Sakhi model, strengthen value chains, and enhance community-level impact. This expansion will be supported by stronger partnerships, improved systems, and a continued focus on women-led climate action and livelihoods.

Thank You



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Our Website

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