



SELCO Foundation

SELCO Champion Program

Have you found an innovative way to improve livelihoods?

We are looking for champions with new ideas, practices and innovations that can improve livelihoods in climate-smart ways.

Share your innovation. Learn with others. Help shape what comes next





THE IDEA

What if one person's innovation could become a common good?

Useful knowledge often sits with people who have solved problems on the ground. Have you?

You have figured something out. We want to learn from you.

HOW YOUR EXPERIENCE CAN HELP OTHERS

01 PRACTICE

Something you do in a better way: a process, a method or a way of working.

02 DOCUMENT

We write down or record what you know, in a form others can use.

03 SHARE

We take it to a wider group of practitioners.

04 COMMON GOOD

Others can learn, adapt and use it too.

Common good: knowledge that belongs to everyone who can use it.

WHERE ARE WE LOOKING?

Which kind of work do you do?

We look for innovation across SELCO's livelihood value chains.

COULD IT BE SOMETHING LIKE THIS?



AGRICULTURE

Made something useful from jackfruit?

Ginger, turmeric, pineapple, honey, rice, millet, mushroom



ANIMAL HUSBANDRY AND FISHERY

Found a better way to prepare feed?

Piggery, poultry, fishery, dairy



RETAIL AND SERVICES

Found a way to improve livelihoods?

Shops, repairs, vending, local services



TEXTILES AND CRAFTS

Found a new way to make or sell?

Silk, bamboo

These are just examples. Your idea could be completely different.



WHO IS A SELCO CHAMPION?

Someone who has found a useful innovation

And is willing to share it.

DEMONSTRATED Have you actually used this practice?

RELEVANT Does it solve a real problem in one of our value chains?

PRACTICAL Is it based on real experience?

USEFUL Could others learn from it, change it and use it?

SHAREABLE Are you willing to open up what you have learnt?

Do you make technology? You can apply too.

Manufacturers, startups and fabricators are welcome. We can build, test and take your product to more places together.



WHAT WE OFFER

Three ways we work with you

We want your innovation to be seen, shared and used.

01 DOCUMENT

Write down or record your practice, process, method or experience together.

Could be: practice notes, videos, case studies, training material, packages of practice, tools or checklists.

02 CONNECT

Meet a wider group of practitioners, end users, technical experts and others in your value chain.

Learn from each other and make useful connections.

03 CO-CREATE

Where it makes sense, design programmes or activities together.

Could be: training, demonstrations, knowledge-building, field programmes or technical support.

Your idea. Our team. Let's try it on the ground.



APPLY FOR ONE OR MORE

Ten ways we can work together

Pick what fits you. Your work together can include one or many. Each innovation can become a common good for others.

FOR SELCO CHAMPIONS

- 01 Training and support for end users**
Train and support end users to use a livelihood skill or solution.
- 02 Learning materials**
Make videos, audio, pictures or other material that helps people learn.
- 03 Better products and value addition**
Improve products and add value, through trials and research.
- 04 Package of practices**
Write down how it is made: steps, recipes, ingredients, feed ratios.
- 05 Business model**
Set out inputs, process and output, plus investment, cost and income.
- 06 Experience centre**
Design and set up a place where others can see and learn.
- 07 Demonstration**
Show the innovation in use, so others see how it works and why it helps.

FOR TECHNOLOGY MAKERS

- 08 Prototype**
Build and test a first working version.
- 09 Pilot**
Test it at different places and in different conditions.
- 10 Co-create a strategy**
SELCO and you plan together what the solution is and which customers it suits, so more people can use it.



THE CALL

Who can apply?

OPEN CALL

Share your innovation any time till 28 February 2027.

FARMERS AND MAKERS

Farmers, livestock rearers, fishers, artisans, retail and service owners and experts.

TECHNOLOGY MAKERS

Manufacturers, startups and fabricators.

VALUE CHAINS

Agriculture. Animal husbandry and fishery. Retail and services. Textiles and crafts.

WHERE

From across India. We especially look at the Northeast, Odisha, Karnataka and Maharashtra.



AFTER YOU APPLY

What happens next?

Four simple steps. We do them with you.

01 APPLY

Fill the online form. It comes in your language too. Need help? We will call and fill it with you.

02 TALK TO US

We have a conversation about your work and your story.

03 AGREE TOGETHER

We agree what we will do together, and write it in a simple service agreement.

04 WORK TOGETHER

We work together on your innovation. What we make together becomes a common good for others.

We ask for ID and other documents only after you are selected.



FOR SELCO CHAMPIONS

What makes a strong application?

We look at seven things about your innovation.

WORK SO FAR

How long have you done it? What happened? Do others already follow it?

REAL PROBLEM

Does it solve a real problem in one of our value chains?

WHAT IS DIFFERENT

What do you do that others around you do not?

CAN OTHERS USE IT

Is it simple and cheap enough for others to copy?

CAN YOU TEACH IT

Can you train, guide or show it to others?

CLIMATE SMART

Does it save energy, use renewable energy or help with climate stress?

COMMITMENT

Can you give time, put in something of your own, or host visits?

We also look if you work in one of our value chains, have really done it on the ground, and are willing to share, train and be documented.



FOR TECHNOLOGY MAKERS

Do you make technology?

Manufacturers, startups and fabricators can apply. We can build, test and take your product to more places together.

WHAT WE LOOK AT

WHAT IS NEW

What is new compared with what is in the market?

HOW FAR ALONG

Is it a prototype, field tested, or already selling?

USEFUL TO USERS

Does it solve a real problem at a price users can pay?

READY TO COMMIT

Can you give a team, time and your own investment for a pilot?

WORKS IN THE FIELD

Is it reliable, safe and easy to service in the field?



YOUR MOVE

Tell us your story

What innovation are you working on, thinking about, or hoping to try? What have you learned so far?

01 Who is this idea for, and who uses it today?

02 What would you like to try, change or improve next?

03 How could we work on it together?

Apply now!

If selected, we can work together to explore, test or strengthen your idea.

APPLY ONLINE

[SELCO Champion Program – Call for Partners](#)

Open till 28 February 2027. Apply any time before that.

Questions? Contact –
procurement@selcofoundation.org

