भारत सरकार
GOVERNMENT OF INDIA
मत्स्यपालन विभाग
Department of Fisheries

MANAGE-FISHub

Fisheries Entrepreneurship Development Programme (FEDP)

AQUA UDHYAMI

Entrepreneurship Orientation Programme for Fishers and Aquapreneurs

In collaboration with

Centurion UNIVERSITY
Shaping Lives...
Empowering Communities

Centurion University of Technology and Management (CUTM)

07th October 2026

School of Fisheries
Centurion University of Technology and Management (CUTM)
Parlakhemundi, Odisha



MANAGE

The National Institute of Agricultural Extension Management (MANAGE), an autonomous organisation under the Ministry of Agriculture and Farmers Welfare, Government of India is an apex body for Agricultural Extension Management in India. MANAGE offers services like Capacity building, Management Education, Piloting and Implementing Flagship National Schemes, Consultancy, Research, Knowledge Management and Policy Advocacy in Agricultural Extension Management.
(https://www.manage.gov.in).

MANAGE-FISHub

MANAGE-Fisheries Innovation and Startup Hub (MANAGE-FISHub) is a national- level incubation and innovation platform established at the National Institute of Agricultural Extension Management (MANAGE), Hyderabad, in 2025 with the support of the Department of Fisheries (DoF), Ministry of Fisheries, Animal Husbandry and Dairying (MoFAHD), Government of India. MANAGE-FISHub aims to transform India's fisheries and aquaculture sector through innovation, entrepreneurship, and ecosystem development by mentoring and promoting fisheries startups, creating employment and entrepreneurial opportunities aligned with national priorities, and enabling the rapid commercialization of technologies emerging from research, academia, and individual innovators (https://www.manage.gov.in/managefishub/).

Our Programs

- MANAGE-FISHub Pre-Incubation Program
- MANAGE-FISHub Incubation Program
- MANAGE Aqua Eureka Program
- MANAGE-FISHub Fortnightly Friday (F3) Webinars
- MANAGE-FISHub AQUAREACH
- Fisheries-StartUp & Aquapreneurship Stakeholders Meet
- MANAGE-FISHub Aqua Yuva
- MANAGE-FISHub Internship Program

CUTM

Centurion University of Technology and Management (CUTM) was established in 2010 has its campus at Paralakhemundi, Gajapati District, Odisha spread over 120 acres at the foothills of the Eastern Ghats. The university operates across six campuses in odisha- Paralakhemundi, Bhubaneswar, Balangir, Rayagada, Balasore and Chatrapur in odisha along with operations in Andhra Pradesh including its Vizianagaram campus. (https://cutm.ac.in)

The School of Fisheries at the paralakhemundi campus was established in 2017 and offers programmes in Fisheries and Aquaculture, including the B.F.Sc programme with ICAR accreditation. The school is equipped with practical facilities such a fish ponds, hatcheries, a fish eed mill, biofloc and aquaponics units and a fish processing unit. In addition to Fisheries the campus offers programmes in Agriculture, Agricultural Engineering, Engineering and Technology Management, Veterinary and Animal Science, Nursing, Pharmacy, Applied Science and Vocational Education including B.Sc Agriculture, M.Sc. Agriculture, B.Tech programmes, BBA, MBA in Agribusiness Management, B.V.Sc & A.H, B.Sc Nursing, B.Pharm, BCA and various diploma and skill-based programmes.

Objectives

- To provide quality, skill-integrated and industry-oriented higher education through academic programmes in diverse disciplines.
- To develop employable and industry-ready human resourec through practical experiential and hands on learning.
- To promote entrepreneurship and innovation and encourage students to develop enterprises and sustainable livelihood opportunities.
- To undertake research and technology development addressing local industry specific challenges.
- To support rural and economically disadvantages communities through education, skill developmet, training and outreach programmes.
- To promote sustainable development and environment conservation, including sustainable fisheries, aquaculture and aquatic resource management through the School of Fisheries.
- To Strengthen industry, community and institutional linkages for knowledge sharing, technology transfer, employment and entrepreneurship opportunities.
- To contribute to sustainable livehoods and community development through education, research innovation and field-based interventions.

About the Program

Aqua Udyami is an entrepreneurship-driven programme aimed at empowering fishermen, fisheries youth, and aspiring entrepreneurs with practical knowledge, skills, and hands-on exposure to establish and scale fisheries and aquaculture enterprises. The programme provides a structured platform for interaction with technical experts, successful entrepreneurs, financial institutions, and support agencies, enabling participants to gain real-world insights into enterprise planning, production, value addition, and market linkage.

By strengthening entrepreneurial capabilities and business orientation, Aqua Udyami promotes sustainable livelihoods, income enhancement, and enterprise-led growth in the fisheries sector. The programme nurtures confident, resilient, and market-ready entrepreneurs capable of contributing to sustainable fisheries development and the expansion of India's blue economy.

Who can attend?



Fish Farmers



Aspiring Aquapreneurs



Fisheries Startups & Aquapreneurs

Focus areas

- Aquaculture Mechanisation & Innovation
- AI & IOT in Fisheries
- Waste to Wealth
- Biotechnology & Genetics
- Integrated & Secondary Aquaculture
- Blockchain Technology
- Fisheries Extension & Advisory
- Post-Harvest & Cold chain innovations
- Fisheries Inputs & Feed Technology
- Other Innovations in Fisheries & Aquaculture

Key Takeaways

Build Networks
Meet individuals who can potentially become business partners, clients, mentors, or collaborators.

Forge New Partnerships
Facilitate collaborations and discover opportunities for joint ventures, partnerships, or projects that align with your objectives.

Gain Visibility
Showcase your products and technologies toa relevant audience, increasing your visibility within the local business community.

Discover New Opportunities
Engage with innovators, experts, and institutions to explore emerging trendsand startup opportunities in the fisheries sector.

Learning & Exposure
Gain insights from Fisheries-Startup Stakeholders through Networking, Talks and Discussions

Program Background

The National Institute of Agricultural Extension Management (MANAGE), through its Fisheries Innovation and Startup Hub – MANAGE-FISHub, organized the Aqua Udhyami – Fisheries Entrepreneurship Development Programme in collaboration with the School of Fisheries, Centurion University of Technology and Management(CUTM), Parlakhemundi, Odisha. The programme was successfully conducted on 07th October 2026 at the School of Fisheries, CUTM, Odisha.

Aqua Udhyami is an entrepreneurship-driven initiative aimed at empowering fish farmers, fisheries youth, and aspiring aquapreneurs with practical knowledge, entrepreneurial skills, and exposure required to establish and strengthen fisheries and aquaculture enterprises.

The organising team comprised members from MANAGE-FISHub and the School of Fisheries, CUTM, Odisha. The programme was conducted under the guidance of MANAGE and MANAGE-FISHub, with institutional and logistical support extended by the School of Fisheries, CUTM, Odisha. The programme was coordinated by Ms. P Indraja., Program Executive, MANAGE-FISHub, under the guidance of Dr. Saravanan Raj, CEO, MANAGE-FISHub, with support from the Programme Committee of the School of Fisheries, CUTM, comprising Dr. Sambid Swain, Associate Dean.

The programme announcement was circulated among fish farmers, fisheries youth, and aspiring aquapreneurs interested in fisheries entrepreneurship in the region. A total of 50 participants attended the one-day programme, representing fish farmers, fisheries youth, aspiring entrepreneurs, and individuals interested in establishing fisheries and aquaculture enterprises.

The one-day programme schedule was structured to include focused technical sessions on emerging opportunities in inland fisheries and aquaculture, value addition and processing, entrepreneurial experiences, government schemes, institutional support and financial assistance, and entrepreneurial opportunities in ornamental fisheries, providing participants with practical insights and exposure to diverse opportunities for developing fisheries and aquaculture enterprises.

Training Session

Technical Session 1: Seafood Authentication and Stability Technologies and Commercial Opportunities

The technical session on "Seafood Authentication and Stability Technologies and Commercial Opportunities" focused on the importance of ensuring seafood quality, safety and authenticity through modern technological interventions. The session provided participants with an understanding of the growing significance of seafood authentication and stability technologies in maintaining product quality, ensuring consumer confidence and strengthening the seafood value chain.

The speaker highlighted the importance of adopting advanced technologies for identifying seafood products, detecting adulteration, verifying product authenticity and maintaining quality during processing, storage and transportation. Particular emphasis was placed on the role of preservation techniques, quality assessment methods and innovative processing technologies in extending the shelf life of seafood products and reducing post-harvest losses.

The discussion also highlighted the emerging commercial opportunities associated with seafood testing, quality assurance, processing, packaging and value addition. Participants were encouraged to explore entrepreneurship opportunities in seafood technology, develop innovative solutions for quality management and identify potential business avenues in the seafood industry. The session helped participants understand how technology-driven approaches can contribute to sustainable seafood enterprises and create new opportunities across the fisheries value chain.



Mr. Devi Prasad Panda
Assistant Professor,
School of Fisheries, CUTM

"Seafood authentication and stability technologies promote quality assurance, traceability and commercial opportunities in the fisheries sector."

Training Session

Technical Session 2: Ornamental Fish Farming: From Hobby to Profitable Enterprise

The technical session on "Ornamental Fish Farming: From Hobby to Profitable Enterprise" focused on the growing potential of ornamental fisheries as an emerging area of entrepreneurship and self-employment. The session provided participants with an overview of ornamental fish farming and helped them understand how keeping and breeding ornamental fishes can be transformed from a recreational hobby into a commercially viable business opportunity.

The speaker highlighted the importance of selecting suitable ornamental fish species, understanding their breeding requirements, maintaining water quality and adopting appropriate feeding and management practices. The session also emphasised the significance of aquarium maintenance, fish health management, breeding techniques and marketing strategies in establishing and operating a successful ornamental fish farming enterprise.

The discussion further introduced participants to the commercial opportunities available in ornamental fisheries, including ornamental fish breeding, aquarium design and maintenance, hatchery development, aquarium accessories and online marketing. Participants were encouraged to explore innovative business models, identify potential markets and develop entrepreneurial skills to establish sustainable enterprises in the ornamental fisheries sector.



Dr. Sambid Swain
Dean, School of Fisheries, CUTM

"Ornamental fish farming offers significant entrepreneurial opportunities for transforming a hobby into a commercially viable and sustainable enterprise."

Training Session

Technical Session 3: Drone Based Precision Aquaculture

The technical session on "Drone-Based Precision Aquaculture" focused on the emerging role of drone technology in transforming traditional aquaculture practices through advanced monitoring and precision-based management. The session provided participants with an overview of how drone-based applications can support efficient aquaculture operations and help improve productivity, resource utilisation and farm management.

The speaker highlighted the importance of adopting drone technology for monitoring aquaculture ponds, assessing farm conditions, observing water surface changes and identifying potential challenges in farming operations. The session also introduced participants to the applications of aerial imaging, remote sensing and data-driven technologies in supporting better decision-making, monitoring farm activities and improving the efficiency of aquaculture management practices.

The discussion further helped participants understand the potential of drone-based technologies as an emerging area of entrepreneurship in the fisheries sector. Participants were encouraged to explore opportunities in drone-assisted farm monitoring, precision aquaculture services and technology-based solutions for fish farmers. The session emphasised how integrating digital innovations with aquaculture practices can contribute to sustainable farming, reduce operational challenges and create new business opportunities in the sector.



Dr Anil Kumar Jonnalagadda
Dean, Extension, Skills and Incubation Coordinator

"Drone-based precision aquaculture enhance farm manitoring, improves operational efficiency and promotes data-driven, sustainable aquaculture practices."

Training Session

Technical Session 4: Vertical Aquaponics

The technical session on "Vertical Aquaponics" focused on the potential of integrating aquaculture and hydroponics through innovative vertical farming systems. The session provided participants with an overview of how fish farming and soilless plant cultivation can be combined in a space-efficient production system, helping them understand the possibilities of vertical aquaponics as a sustainable approach to food production and entrepreneurship.

The speaker highlighted the importance of integrating fish culture with plant cultivation, maintaining water quality, managing nutrient circulation and adopting suitable system designs for efficient production. The session also introduced participants to the role of recirculating water systems, nutrient utilisation and vertical growing structures in optimising available space and resources. Particular emphasis was placed on the efficient use of water and the potential of integrating fish and vegetable production within a single farming system.

The discussion further helped participants recognise the commercial opportunities associated with vertical aquaponics, including the production of fish, leafy vegetables, herbs and other high-value crops. Participants were encouraged to explore innovative business models, identify suitable markets and consider vertical aquaponics as a potential entrepreneurial venture, particularly in areas with limited land and water resources. The session highlighted how integrated farming technologies can contribute to sustainable food production, resource efficiency and new livelihood opportunities.



Dr. Rajkumar Debarjeet Singh
Assistant Professor,
School of Fisheries, CUTM

"Vertical aquaponics promotes space-efficient, sustainable and integrated fish and plant production."

Training Session

Technical Session 5: Public Private Partnership in Fisheries Extension and Advisory Services

The technical session on "Public-Private Partnership in Fisheries Extension and Advisory Services" focused on the importance of collaboration between government institutions, private organisations and other stakeholders in strengthening fisheries extension and advisory services. The session provided participants with an understanding of how partnerships between public and private sectors can support the development of fisheries and aquaculture by improving access to knowledge, technology, resources and essential services.

The speaker highlighted the role of public institutions, private enterprises, research organisations and fisheries-related stakeholders in delivering effective extension and advisory services to fish farmers and entrepreneurs. The session emphasised the importance of knowledge sharing, technology transfer, capacity building and coordinated efforts in addressing the challenges faced by the fisheries sector. It also encouraged participants to understand how collaborative approaches can improve the accessibility and effectiveness of fisheries services.

The discussion further helped participants recognise the potential of public-private partnerships in creating new opportunities for innovation, investment and entrepreneurship in fisheries and aquaculture. Participants were encouraged to explore collaborative business models, establish stakeholder linkages and identify opportunities for providing advisory, technical and support services to fish farmers. The session highlighted how effective partnerships can strengthen the fisheries value chain and contribute to sustainable sectoral development.



Dr. Ajay Kumar Prusty
HOD, Extension

"Public-private partnerships strengthen fisheries extension and advisory services by promoting innovation, knowledge sharing and sustainable development."

Valedictory Session



The one-day Aqua Udhyami – Entrepreneurship Orientation Programme for Fishers and Aspiring Aquapreneurs concluded with the Valedictory Session and Certificate Distribution on 07th October 2026. The valedictory session was graced by Dr. Aurobinda, Assistant Professor, School of Fisheries, CUTM as the Chief Guest.



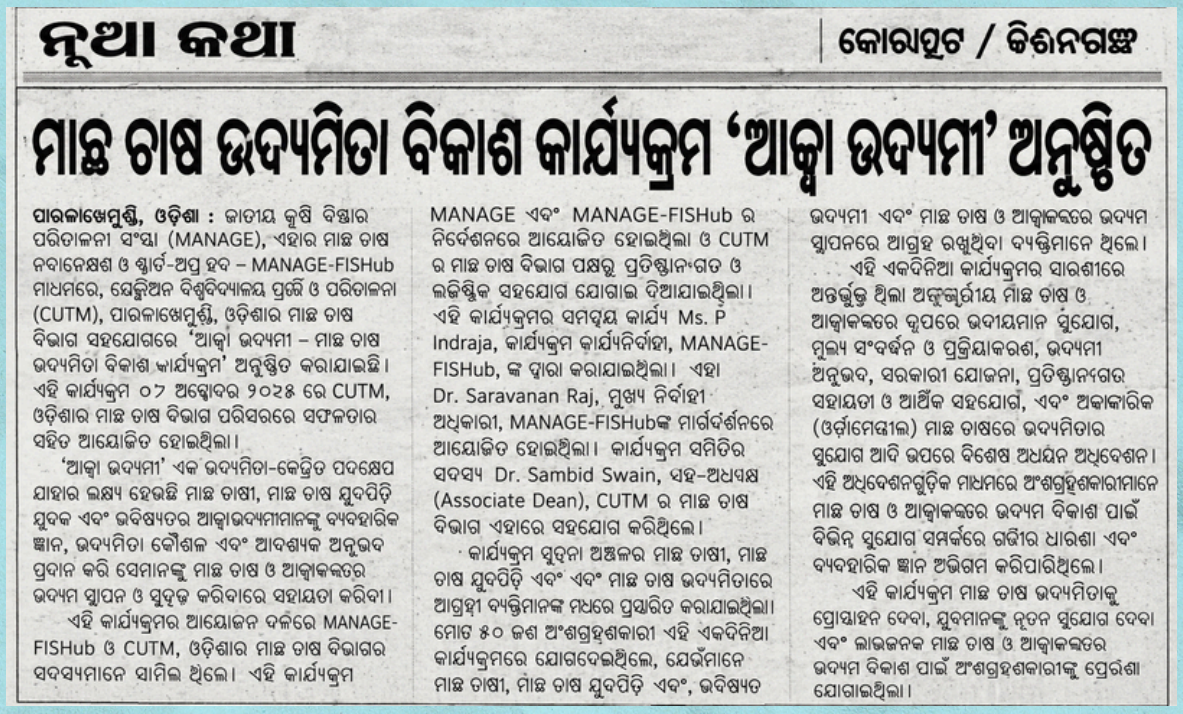
The Programme Report was presented by Ms. P Indraja, Program Executive, MANAGE-FISHub, highlighting the key sessions, activities and learning outcomes of the programme. This was followed by the Valedictory Remarks by Dr. Pritam Tripathy, Assistant Professor who highlighted the importance of entrepreneurship development in the fisheries sector and encouraged participants to explore emerging opportunities and translate their knowledge into sustainable entrepreneurial ventures.



The session concluded with the Vote of Thanks by Ms.P Indraja, expressing gratitude to the dignitaries, resource persons, organising institutions and participating fishers and aspiring aquapreneurs for their valuable contributions towards the successful conduct of the programme. Certificates were subsequently distributed to the participants, marking the successful completion of the Aqua Udhyami programme.

Programme Highlights & Media Coverage

The Aqua Udhyami – Fisheries Entrepreneurship Development Programme received notable media coverage, highlighting its focus on fisheries entrepreneurship, innovation and startup opportunities. The coverage showcased active student participation and the collaborative efforts of MANAGE-FISHub and School of Fisheries, Centurion University of Technology and Management, Parlakhemundi, Odisha.



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ମାଛ ଚାଷ ଉଦ୍ୟମିତା ବିକାଶ କାର୍ଯ୍ୟକ୍ରମ 'ଆକ୍ୱା ଉଦ୍ୟମୀ' ଅନୁଷ୍ଠିତ

ପାରଳାଖେମୁଣ୍ଡି, ଓଡ଼ିଶା : ଜାତୀୟ କୃଷି ବିସ୍ତାର ପରିଚାଳନା ସଂସ୍ଥା (MANAGE), ଏହାର ମାଛ ଚାଷ ନବାନେକ୍ଷଣ ଓ ଶ୍ମାର୍ଟ-ଅପ୍ର ହବ – MANAGE-FISHub ମାଧମରେ, ଯେଜ୍ଜିଅନ ବିଶ୍ୱବିଦ୍ୟାଳୟ ପ୍ରଚ୍ଛି ଓ ପରିଚାଳନା (CUTM), ପାରଳାଖେମୁଣ୍ଡି, ଓଡ଼ିଶାର ମାଛ ଚାଷ ବିଭାଗ ସହଯୋଗରେ 'ଆକ୍ୱା ଉଦ୍ୟମୀ – ମାଛ ଚାଷ ଉଦ୍ୟମିତା ବିକାଶ କାର୍ଯ୍ୟକ୍ରମ' ଅନୁଷ୍ଠିତ କରାଯାଇଛି। ଏହି କାର୍ଯ୍ୟକ୍ରମ ୦୭ ଅକ୍ଟୋବର ୨୦୨୫ ରେ CUTM, ଓଡ଼ିଶାର ମାଛ ଚାଷ ବିଭାଗ ପରିସରରେ ସଫଳତାର ସହିତ ଆୟୋଜିତ ହୋଇଥିଲା।

'ଆକ୍ୱା ଉଦ୍ୟମୀ' ଏକ ଉଦ୍ୟମିତା-କେନ୍ଦ୍ରିତ ପଦକ୍ଷେପ ଯାହାର ଲକ୍ଷ୍ୟ ହେଉଛି ମାଛ ଚାଷୀ, ମାଛ ଚାଷ ଯୁବପିଢ଼ି ଯୁବକ ଏବଂ ଭବିଷ୍ୟତର ଆକ୍ୱାଉଦ୍ୟମୀମାନଙ୍କୁ ବ୍ୟବହାରିକ ଜ୍ଞାନ, ଉଦ୍ୟମିତା କୌଶଳ ଏବଂ ଆବଶ୍ୟକ ଅନୁଭବ ପ୍ରଦାନ କରି ସେମାନଙ୍କୁ ମାଛ ଚାଷ ଓ ଆକ୍ୱାକଲ୍ଚର ଉଦ୍ୟମ ସ୍ଥାପନ ଓ ସୁଦୃଢ଼ କରିବାରେ ସହାୟତା କରିବା।

ଏହି କାର୍ଯ୍ୟକ୍ରମର ଆୟୋଜନ ଦଳରେ MANAGE-FISHub ଓ CUTM, ଓଡ଼ିଶାର ମାଛ ଚାଷ ବିଭାଗର ସଦସ୍ୟମାନେ ସାମିଲ ଥିଲେ। ଏହି କାର୍ଯ୍ୟକ୍ରମ MANAGE ଏବଂ MANAGE-FISHub ର ନିର୍ଦ୍ଦେଶନରେ ଆୟୋଜିତ ହୋଇଥିଲା ଓ CUTM ର ମାଛ ଚାଷ ବିଭାଗ ପକ୍ଷରୁ ପ୍ରତିଷ୍ଠାନଂଗତ ଓ ଲଜିଷ୍ଟିକ ସହଯୋଗ ଯୋଗାଇ ଦିଆଯାଇଥିଲା। ଏହି କାର୍ଯ୍ୟକ୍ରମର ସମନ୍ୱୟ କାର୍ଯ୍ୟ Ms. P Indraja, କାର୍ଯ୍ୟକ୍ରମ କାର୍ଯ୍ୟନିର୍ବାହୀ, MANAGE-FISHub, ଙ୍କ ଦ୍ୱାରା କରାଯାଇଥିଲା। ଏହା Dr. Saravanan Raj, ମୁଖ୍ୟ ନିର୍ବାହୀ ଅଧିକାରୀ, MANAGE-FISHubଙ୍କ ମାର୍ଗଦର୍ଶନରେ ଆୟୋଜିତ ହୋଇଥିଲା। କାର୍ଯ୍ୟକ୍ରମ ସମିତିର ସଦସ୍ୟ Dr. Sambid Swain, ସହ-ଅଧ୍ୟକ୍ଷ (Associate Dean), CUTM ର ମାଛ ଚାଷ ବିଭାଗ ଏହାରେ ସହଯୋଗ କରିଥିଲେ।

କାର୍ଯ୍ୟକ୍ରମ ସୁତ୍ନା ଅଞ୍ଚଳର ମାଛ ଚାଷୀ, ମାଛ ଚାଷ ଯୁବପିଢ଼ି ଏବଂ ଏବଂ ମାଛ ଚାଷ ଉଦ୍ୟମିତାରେ ଆଗ୍ରହୀ ବ୍ୟକ୍ତିମାନଙ୍କ ମଧରେ ପ୍ରସାରିତ କରାଯାଇଥିଲା। ମୋଟ ୫୦ ଜଶ ଅଂଶଗ୍ରହଣକାରୀ ଏହି ଏକଦିନିଆ କାର୍ଯ୍ୟକ୍ରମରେ ଯୋଗଦେଇଥିଲେ, ଯେଉଁମାନେ ମାଛ ଚାଷୀ, ମାଛ ଚାଷ ଯୁବପିଢ଼ି ଏବଂ, ଭବିଷ୍ୟତ ଉଦ୍ୟମୀ ଏବଂ ମାଛ ଚାଷ ଓ ଆକ୍ୱାକଲ୍ଚର ଉଦ୍ୟମ ସ୍ଥାପନରେ ଆଗ୍ରହ ରଖୁଥିବା ବ୍ୟକ୍ତିମାନେ ଥିଲେ।

ଏହି ଏକଦିନିଆ କାର୍ଯ୍ୟକ୍ରମର ସାରଶୀରେ ଅନ୍ତର୍ଭୁକ୍ତ ଥିଲା ଅନୁଜ୍ଞାର୍ଭୀୟ ମାଛ ଚାଷ ଓ ଆକ୍ୱାକଲ୍ଚର ଦୂପରେ ଉଦୀୟମାନ ସୁଯୋଗ, ମୂଲ୍ୟ ସଂବର୍ଦ୍ଧନ ଓ ପ୍ରକ୍ରିୟାକରଣ, ଉଦ୍ୟମୀ ଅନୁଭବ, ସରକାରୀ ଯୋଜନା, ପ୍ରତିଷ୍ଠାନଂଗତ ସହାୟତା ଓ ଆର୍ଥିକ ସହଯୋଗ, ଏବଂ ଅକାକାରିକ (ଓର୍ଡ଼ାମେଣ୍ଟୀଲ) ମାଛ ଚାଷରେ ଉଦ୍ୟମିତାର ସୁଯୋଗ ଆଦି ଉପରେ ବିଶେଷ ଅଧ୍ୟନ ଅଧିବେଶନ। ଏହି ଅଧିବେଶନଗୁଡ଼ିକ ମାଧମରେ ଅଂଶଗ୍ରହଣକାରୀମାନେ ମାଛ ଚାଷ ଓ ଆକ୍ୱାକଲ୍ଚର ଉଦ୍ୟମ ବିକାଶ ପାଇଁ ବିଭିନ୍ନ ସୁଯୋଗ ସମ୍ପର୍କରେ ଗଭୀର ଧାରଣା ଏବଂ ବ୍ୟବହାରିକ ଜ୍ଞାନ ଅଭିଗମ କରିପାରିଥିଲେ।

ଏହି କାର୍ଯ୍ୟକ୍ରମ ମାଛ ଚାଷ ଉଦ୍ୟମିତାକୁ ପ୍ରୋତ୍ସାହନ ଦେବା, ଯୁବମାନଙ୍କୁ ନୂତନ ସୁଯୋଗ ଦେବା ଏବଂ ଲାଭଜନକ ମାଛ ଚାଷ ଓ ଆକ୍ୱାକଲ୍ଚର ଉଦ୍ୟମ ବିକାଶ ପାଇଁ ଅଂଶଗ୍ରହଣକାରୀଙ୍କୁ ପ୍ରେରଣା ଯୋଗାଇଥିଲା।

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