



भारत सरकार
GOVERNMENT OF INDIA
मत्स्यपालन विभाग
Department of Fisheries



MANAGE-FISHub's
Fisheries Entrepreneurship Development Programme (FEDP)

AQUA UDHYAMI

*Entrepreneurship Orientation Programme for Fishers
and Aquapreneurs*

In collaboration with



Nanaji Deshmukh Veterinary Science
University (NDVSU)



13 August, 2026



College of Fishery Science NDVSU,
Jabalpur, Madhya Pradesh



MANAGE FISHub



MANAGE-FISHub



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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



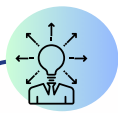
MANAGE-FISHub
Fortnightly
Friday (F3)
Webinars



MANAGE-FISHub
Internship
Program



MANAGE-FISHub
Pre-Incubation
Program



MANAGE-FISHub
AQUAREACH



Fisheries-Startup &
Aquapreneurship
Stakeholders
Meet



MANAGE-FISHub
Aqua Yuva



MANAGE-FISHub
Aqua Udhyami



NDVSU

Nanaji Deshmukh Veterinary Science University (NDVSU) is a specialized State Veterinary University established by the Government of Madhya Pradesh to provide higher education, research, and extension services in Veterinary Science, Fisheries Science, Animal Husbandry, Animal Biotechnology, and Wildlife Health.

The university was established on 3 November 2009 under the Nanaji Deshmukh Pashu Chikitsa Vigyan Vishwavidyalaya Adhiniyam, 2009 (Madhya Pradesh Act No. 16 of 2009). It serves as one of India's leading institutions for veterinary and fisheries education, with a strong emphasis on livestock development, aquaculture, animal health, and rural entrepreneurship. The College of Fishery Science (CoFS), Jabalpur is the only constituent fisheries college of Nanaji Deshmukh Veterinary Science University (NDVSU) in Madhya Pradesh. It was established in 2012 to address the growing demand for skilled professionals in inland fisheries, aquaculture, fish health, and fisheries management in Central India. The college has become an important centre for fisheries education, research, and extension, particularly focusing on freshwater aquaculture, reservoir fisheries, and sustainable fisheries development. (<https://www.ndvsu.org.in>).

Objectives

1

To Impart Education in Veterinary, Fisheries and Allied Sciences

2

To Advance Learning and Promote Research in Veterinary and Fisheries Sciences

3

To Undertake Extension of Veterinary and Fisheries Sciences to Rural Communities

4

Human Resource Development & Sustainable Livestock and Fisheries Development

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?



Fishers &
Fish Farmers

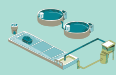


Aspiring
Aquapreneurs



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 to a relevant audience, increasing your visibility within the local business community.



Discover New Opportunities

Engage with innovators, experts, and institutions to explore emerging trends and 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, proposed the Aqua Udyami – Fisheries Entrepreneurship Development Programme in collaboration with Nanaji Deshmukh Veterinary Science University (NDVSU), Jabalpur. The programme was successfully conducted at the College of Fisheries, NDVSU, Jabalpur.

Aqua Udyami 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 scale fisheries and aquaculture enterprises.

The organising team comprised members from MANAGE-FISHub and NDVSU. The programme was conducted under the guidance of MANAGE and coordinated through MANAGE-FISHub, with institutional and logistical support extended by the College of Fisheries, NDVSU, Jabalpur.

The programme announcement was circulated among fish farmers, fisheries youth, aspiring aquapreneurs, and other stakeholders interested in fisheries entrepreneurship across the region. A total of 50 participants registered for the programme, and all 50 participants attended the one-day training programme. The participants primarily represented Madhya Pradesh and included progressive fish farmers, fisheries youth, aspiring entrepreneurs, and individuals interested in establishing fisheries and aquaculture enterprises.

The one-day programme covered entrepreneurship development, fisheries opportunities, value addition, business planning, marketing, government schemes, institutional support, and financial assistance, providing practical guidance to participants for developing viable and sustainable fisheries enterprises.

Technical Session

Technical Session 1: Emerging Opportunities in Inland Fisheries and Aquaculture in Central India

Dr. S. K. Mahajan, Dean, College of Fisheries, NDVSU, delivered an insightful session on “Emerging Opportunities in Inland Fisheries and Aquaculture in Central India.” He highlighted the growing potential of inland fisheries and aquaculture as important contributors to rural livelihoods, food security, employment generation, and economic development. The session explored emerging opportunities in freshwater aquaculture, integrated fish farming, fish seed production, ornamental fisheries, feed management, and fisheries-based enterprises.

Dr. Mahajan emphasised the importance of adopting scientific farming practices, improved technologies, efficient resource utilisation, and innovative business approaches to enhance productivity and profitability. He also highlighted the growing demand for quality fish and the scope for developing enterprises across the fisheries value chain. Drawing on his expertise, he encouraged participants to identify emerging opportunities, utilise available resources, and explore sustainable and profitable aquapreneurial ventures in Central India.



“Central India holds significant potential for fisheries entrepreneurship through scientific aquaculture, innovation, and better utilisation of available resources.”

**— Dr. S. K. Mahajan
Dean, COFS, NDVSU, Jabalpur**

Technical Session

Technical Session 2 : Success Story of a Progressive Aquapreneur

Ms. Bhavani Jha, Aquapreneur, Jabalpur, Madhya Pradesh, shared her inspiring journey from the corporate sector to becoming a successful fish farmer. After returning to Jabalpur, she explored various livelihood options before choosing fish farming and investing in an aquaculture enterprise.

She discussed the initial challenges she faced, particularly water retention issues, and how continuous learning and technical training helped her overcome them. She also highlighted the support received from the Department of Fisheries, Madhya Pradesh, through various government schemes.

Ms. Bhavani shared her experience of adopting HDPE-lined ponds and Pangasius culture, along with scientific feeding and farm management practices. Her enterprise has expanded to six ponds with an annual production of around 20–30 tonnes of fish, supplying markets in Madhya Pradesh and Uttar Pradesh while generating local employment.

Her journey highlighted the importance of perseverance, risk-taking, technical knowledge, innovation, and effective utilisation of institutional support. The session inspired participants to explore aquaculture as a viable entrepreneurial opportunity and encouraged them to approach challenges as opportunities for growth.



“Challenges may test an entrepreneur, but perseverance, learning, and determination turn those challenges into opportunities.”

**— Ms. Bhavani Jha
Aquapreneur, Jabalpur**

Technical Session

Technical Session 3 : Value Addition and Processing Opportunities in Fisheries

Dr. Shiv Mohan Singh, Assistant Professor, NDVSU, delivered an informative session on “Value Addition and Processing Opportunities in Fisheries.” The session highlighted the potential of fish processing and value addition to enhance the economic value, shelf life, and marketability of fish and fishery products.

Dr. Singh discussed opportunities in fish processing, product development, preservation, packaging, and marketing, with emphasis on developing products according to consumer preferences and market demand. He also explained how value addition can help reduce post-harvest losses, improve returns, and generate employment opportunities.

The session encouraged participants to look beyond primary fish production and explore innovative, value-added, and market-oriented fisheries enterprises. The interactive discussion provided insights into the practical scope of processing and value addition as promising avenues for fisheries entrepreneurship.



“Value addition creates new possibilities for transforming fishery resources into quality products, better returns, and sustainable business opportunities.”

**— Dr. Shiv Mohan Singh
Assistant Professor, NDVSU**

Technical Session

Technical Session 4 :Government Schemes, Institutional Support, and Financial Assistance

Mr. Shubhendu Dwivedi, Chief Technical Officer, delivered an informative session on “Government Schemes, Institutional Support, and Financial Assistance.” The session provided participants with an overview of the various government initiatives and institutional mechanisms available to support aspiring and existing aquapreneurs in establishing and expanding their fisheries enterprises.



Mr. Dwivedi discussed the importance of government schemes, subsidies, financial assistance, credit facilities, and institutional support in strengthening fisheries-based businesses. He also highlighted the need to understand eligibility criteria, application procedures, and available support mechanisms while planning and developing an enterprise.



The session enhanced participants’ awareness of the financial and institutional ecosystem supporting fisheries entrepreneurship and encouraged them to explore suitable government schemes and support services for their entrepreneurial ventures. The interactive discussion enabled participants to clarify their queries related to financial assistance, scheme benefits, and institutional support.

“Government support and financial assistance can help turn fisheries ideas into successful enterprises.”

***– Mr Shubhendu Dwivedi
Chief Technical Officer***

Technical Session

Technical Session 5: Marketing, Branding and Digital Promotion of Fisheries Products

The session on “Marketing, Branding and Digital Promotion of Fisheries Products” was delivered by Dr. Sona Dubey, Associate Professor, COFS, NDVSU. She highlighted the importance of effective marketing, branding, digital promotion, and customer engagement in improving the visibility and market reach of fisheries products.

The session discussed the use of social media and digital platforms, attractive branding, product positioning, and consumer-oriented marketing strategies to build market presence and competitiveness. Participants were encouraged to use digital tools to connect with wider markets and strengthen their fisheries enterprises.

The session encouraged participants to adopt digital platforms and innovative marketing approaches to reach wider consumer groups and build stronger market linkages. The interactive discussion provided participants with practical insights into using branding and digital promotion as tools for business growth and entrepreneurship.



“A quality fisheries product gains greater value when it is supported by the right brand, the right message, and the right market.”

**— Dr. Sona Dubey
Associate Professor, COFS,
NDVSU**

Valedictory Session

The Aqua Udhyami – Fisheries Entrepreneurship Development Programme concluded with a valedictory session held at the College of Fisheries, Nanaji Deshmukh Veterinary Science University (NDVSU), Jabalpur, in the presence of esteemed dignitaries, faculty members, and enthusiastic participants.

Dr. S. K. Mahajan, Professor, COFS, NDVSU, graced the occasion and delivered the valedictory remarks. Dr. Sona Dubey, Associate Professor, NDVSU, along with faculty members, were also present during the session.

Dr. Nivedha C. K., Programme Coordinator, presented a brief report summarising the key technical sessions, interactive activities, and entrepreneurial discussions conducted during the programme. She highlighted the active participation, practical learning, and growing entrepreneurial interest demonstrated by the participants throughout the programme.

The programme concluded on a positive and inspiring note with a formal Vote of Thanks delivered by Dr. Nivedha C. K., expressing sincere gratitude to the university authorities, faculty members, resource persons, organising team, and participants for their valuable support and cooperation.



Programme Highlights & Media Coverage

The Aqua Udhyami – Fisheries Entrepreneurship Development Programme received notable media coverage, highlighting fisheries entrepreneurship, business opportunities, innovation and value addition. The coverage showcased active participation of fish farmers and aspiring aquapreneurs and the collaborative efforts of MANAGE-FISHub and College of Fisheries, NDVSU, Jabalpur.

एक्वाकल्चर में स्टार्टअप्स के लिए मौके

हमारे संवाददाता, जबलपुर। आज तेजी से मत्स्य उत्पादों का विक्रय बढ़ा है। ऐसे में नए स्टार्टअप्स के लिए पर्याप्त मौके हैं। इसमें नानाजी देशमुख पशुचिकित्सा विज्ञान विश्वविद्यालय का मत्स्य विज्ञान महाविद्यालय खासी भूमिका निभा सकता है। यह बात नानाजी देशमुख पशुचिकित्सा विज्ञान विश्वविद्यालय के मत्स्य विज्ञान महाविद्यालय तथा मैनेज हैदराबाद के सहयोग से आयोजित एक्वा उद्यमी मीट में कार्यक्रम समन्वयक डॉ. सोना दुबे ने व्यक्त किए। इस अवसर पर अधिष्ठाता डॉ. एसके महाजन, भावनी झा, शिवमोहन सिंह तथा शुभेंदु द्विवेदी ने व्याख्यान दिए। कार्यक्रम में डॉ. निवेधा सीके एवं डॉ. रैपल नगण्णा, प्रतीक कुमार तिवारी, प्रियंका गौतम, सत्येंद्र कटारे व अनिल केवट मौजूद रहे। पी-2

मत्स्य व्यवसाय विस्तार के लिए 50 युवाओं को मिला प्रशिक्षण

नवभारत, जबलपुर। नानाजी देशमुख पशुचिकित्सा विज्ञान विश्वविद्यालय के मत्स्य विज्ञान महाविद्यालय और राष्ट्रीय कृषि विस्तार प्रबंध संस्थान हैदराबाद के संयुक्त तत्वाधान में गुरुवार को मत्स्य विज्ञान महाविद्यालय में 'एक्वा उद्यमी' कार्यक्रम का आयोजन किया गया। इस कार्यक्रम में विश्वविद्यालय के कुलगुरु डॉ. मनदीप शर्मा की अभिप्रेरणा और निदेशक डॉ. सरवजन राज के कुशल मार्गदर्शन में लगभग 50 चुनिंदा युवाओं, मछली पालकों और उभरते एक्वाप्रेन्योर्स को व्यवसाय के नए अवसरों, मत्स्य उत्पादों के मूल्य संवर्धन, आधुनिक विपणन रणनीतियों, सरकारी कल्याणकारी योजनाओं और समग्र उद्यम विकास की व्यावहारिक



जानकारी देकर स्वावलंबी बनाने का प्रयास किया गया। तकनीकी सत्रों में अधिष्ठाता डॉ. एस. के. महाजन ने एक्वाकल्चर में उद्यमिता की संभावनाओं, डॉ. सोना दुबे ने नए स्टार्टअप्स के प्रबंधन और शुभेंदु द्विवेदी ने बाजार की माँग, विपणन रणनीतियों व सप्लाय चेन मैनेजमेंट पर ज्ञानवर्धक व्याख्यान दिया। इस आयोजन को सफल बनाने में डॉ. निवेधा सीके, डॉ. रैपल नगण्णा और अनिल केवट का सहायनीय योगदान रहा।

मत्स्य पालन से वैल्यू एडिशन तक बताए युवाओं को एक्वा उद्यमिता के नए अवसर

फिशरी साइंस कॉलेज में उद्यमी कार्यक्रम का हुआ सफल आयोजन

पीपुल्स संवाददाता • जबलपुर
editor@peoplesamachar.co.in

नानाजी देशमुख वेदरनरी साइंस यूनिवर्सिटी के अंतर्गत फिशरी साइंस कॉलेज में गुरुवार को राष्ट्रीय कृषि विस्तार प्रबंध संस्थान (मैनेज), हैदराबाद के संयुक्त तत्वाधान में एक्वा उद्यमी कार्यक्रम आयोजित किया गया। कार्यक्रम में करीब 50 चुनिंदा युवाओं, मछली पालकों और मत्स्य आधारित व्यवसाय शुरू करने या उसका विस्तार करने के इच्छुक प्रतिभागियों ने हिस्सा लिया। एक्वाकल्चर में उद्यमिता की संभावनाओं पर चर्चा

कार्यक्रम की समन्वयक डॉ. सोना दुबे ने बताया प्रोग्राम में प्रतिभागियों को नए स्टार्टअप्स के प्रबंधन से जुड़े पहलुओं को समझना। भावनी झा ने व्यवसायिक चुनौतियों, बिजनेस डेवलपमेंट मॉडल और वित्तीय प्रबंधन पर जानकारी दी। शिवमोहन सिंह ने फिश वैल्यू एडिशन तथा शुभेंदु द्विवेदी ने बाजार की माँग,



मार्केटिंग रणनीति और सप्लाय चेन मैनेजमेंट पर व्याख्यान दिया। मछली उत्पादों में वैल्यू एडिशन से बढ़ा सकाती है आय-विशेषज्ञों ने बताया कि मछली पालन के साथ उसके उत्पादों का प्रसंस्करण और वैल्यू एडिशन कर उद्यमी अपनी आय के नए स्रोत विकसित कर सकते हैं। बाजार की माँग को समझकर उत्पाद तैयार करने, उसकी ब्रांडिंग और सही मार्केटिंग के जरिए मत्स्य व्यवसाय को छोटे स्तर से आगे बढ़ाया जा सकता है।

सत्रों के दौरान प्रतिभागियों ने उद्यम शुरू करने, बाजार, वित्तीय प्रबंधन और व्यवसाय विस्तार से जुड़े सवाल पूछे। विशेषज्ञों ने उनकी शंकाओं का समाधान किया। ये रहे मौजूद- कार्यक्रम में मैनेज की ओर से डॉ. निवेधा सीके और डॉ. रैपल नगण्णा सहित टॉपिंग एक्सपर्ट प्रतीक कुमार तिवारी, प्रियंका गौतम, सत्येंद्र कटारे और अनिल केवट मौजूद रहे। कार्यक्रम में कॉलेज के युनी और पीपी छात्र-छात्राओं ने भी सहयोग किया।

AquaTalks Capturing Voices from Aqua Udhyaami

As part of the Aqua Udhyaami – Fisheries Entrepreneurship Development Programme, the AquaTalks initiative of MANAGE-FISHub featured a series of engaging podcast conversations hosted by Dr. Nivedha C. K., Innovation Research Fellow, MANAGE-FISHub.

The podcast conversations featured Aqua Udhyaami resource persons, fisheries entrepreneurs, startup founders, and participants, covering diverse perspectives on aquapreneurship, business opportunities, aquaculture, innovation, value addition, marketing, and emerging trends in the fisheries sector. Entrepreneurs shared their experiences and practical insights, while participants reflected on their learning and entrepreneurial aspirations.

Through AquaTalks, expert insights, entrepreneurial experiences, and participant perspectives were brought together as a digital knowledge resource, extending the learning and experiences of the Aqua Udhyaami programme to a wider audience through the MANAGE-FISHub YouTube channel.





Organising Team

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MANAGE Fisheries Innovation and Startup Hub (MANAGE - FISHub)

(A National Fisheries Incubation Centre Supported by the Ministry of Fisheries, Animal Husbandry and Dairying,
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National Institute of Agricultural Extension Management (MANAGE)

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<https://www.manage.gov.in/managefishub/>



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