भारत सरकार
GOVERNMENT OF INDIA
मत्स्यपालन विभाग
Department of Fisheries

MANAGE-FISHub

Fisheries Entrepreneurship Development Programme (FEDP)

AQUA YUVA

Entrepreneurship Orientation Programme for Fisheries Students

In collaboration with

Business Incubation Centre for Fisheries and Aquaculture (BICFA), Guwahati Biotech Park (GBP)



08th -09th October 2026

BICFA, Guwahati Biotech Park (GBP)
Guwahati, Assam



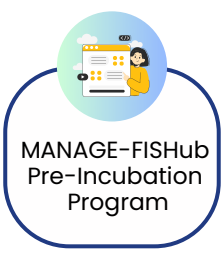
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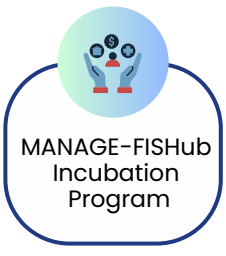
The National Institute of Agricultural Extension Management (MANAGE), an autonomous organisation under the Ministry of Agriculture and Farmers Welfare, Government of India is an apex body for Agricultural Extension Management in India. MANAGE offers services like Capacity building, Management Education,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

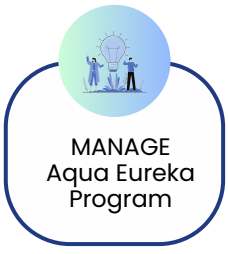
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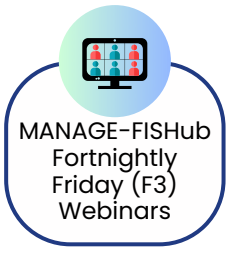
MANAGE-Fisheries Innovation and Startup Hub (MANAGE-FISHub) is a national-level incubation and innovation platform established at the National Institute of Agricultural Extension Management (MANAGE), Hyderabad, in 2025 with the support of the Department of Fisheries (DoF), Ministry of Fisheries, Animal 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

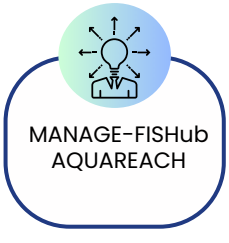
















Guwahati Biotech Park (GBP), Guwahati, Assam

The Technology Incubation Centre (TIC) at Guwahati Biotech Park provides an enabling ecosystem for innovators and entrepreneurs to transform scientific ideas into commercially viable technologies and businesses. The Centre offers ready-to-use modular laboratory spaces, specialised scientific facilities, technical infrastructure and support services, reducing the initial infrastructure burden for biotechnology startups and entrepreneurs.

GBP supports entrepreneurs through incubation, mentoring, training, capacity-building programmes and access to specialised research and analytical facilities. Its infrastructure includes facilities for analytical instrumentation, bioprospecting, micropropagation, herbal extraction, fermentation and bioinformatics, among other technology support services. These facilities enable startups and researchers to undertake research, product development, prototype testing and validation. Through its incubation and entrepreneurship initiatives, GBP promotes the development of innovation-led ventures across biotechnology and allied sectors. The Park also facilitates connections between entrepreneurs, research institutions, academia and industry, contributing to the growth of a stronger biotechnology and innovation ecosystem in Assam and the wider North Eastern region. The Park encourages the effective utilisation of the region's rich biodiversity and bio-resources for developing innovative products and technologies. By fostering collaboration and knowledge sharing among key stakeholders, GBP creates opportunities for innovators and entrepreneurs to develop, validate and scale their ventures, supporting sustainable entrepreneurship and technology-driven growth. (www.guwahatibiotechpark.com)

Business Incubation Centre for Fisheries and Aquaculture (BICFA)

The Business Incubation Centre for Fisheries and Aquaculture (BICFA), Guwahati Biotech Park (GBP) focuses on promoting innovation, incubation and entrepreneurship in fisheries, aquaculture and allied sectors. The Centre aims to support startups, entrepreneurs, researchers and technology-based enterprises by facilitating the development, validation and commercialisation of innovative solutions across the fisheries and aquaculture value chain. BICFA supports entrepreneurship through incubation, mentoring, training, capacity-building programmes and linkages with research institutions, academia, industry and other stakeholders. Its activities focus on promoting technology-driven enterprises, strengthening value addition, encouraging sustainable fisheries and aquaculture practices, and supporting the growth of innovative businesses in the sector. Through its initiatives, BICFA contributes to the development of a stronger fisheries and aquaculture startup ecosystem by providing opportunities for entrepreneurs to develop, validate and scale their ideas and technologies. The Centre also promotes collaboration, knowledge sharing and industry linkages to support sustainable entrepreneurship and innovation in fisheries, aquaculture and allied sectors. BICFA's sector-specific focus complements GBP's broader biotechnology and innovation ecosystem, creating opportunities for collaboration in biotechnology applications, value addition, research and technology-driven enterprise development across fisheries, aquaculture and allied sectors. (www.guwahatibiotechpark.com)

About the Program

Aqua Yuva is a youth-focused programme aimed at empowering fisheries students and young professionals with knowledge, skills, and exposure to entrepreneurship and aquaculture startups. The programme provides a platform to interact with experts and stakeholders, enabling exchange of ideas and insights.

By bridging the gap between technical education and enterprise development, Aqua Yuva inspires participants towards self-employment and aquapreneurship. The programme nurtures a confident, skilled, and future-ready generation capable of contributing to sustainable fisheries development and the growth of India's blue economy.

Who can attend?

Fisheries Students (UG / PG / Ph.D.)



Registration fees

₹500 per participant



Program Background

The National Institute of Agricultural Extension Management (MANAGE), through its Fisheries Innovation and Startup Hub – MANAGE-FISHub, organised the Aqua Yuva – Entrepreneurship Orientation Programme for Fisheries Students in collaboration with the Business Incubation Centre for Fisheries and Aquaculture (BICFA), Guwahati Biotech Park (GBP), Assam. The two-day programme was conducted on 8–9 October 2026 at BICFA, Guwahati Biotech Park, Guwahati, Assam, with the participation of 25 participants.

The programme was organised through the collaborative efforts of MANAGE-FISHub and BICFA, Guwahati Biotech Park. From MANAGE-FISHub, the programme was conducted under the guidance of Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE and CEO, MANAGE-FISHub, with Dr. Nivedha C K, Innovation Research Fellow, MANAGE-FISHub, serving as the Programme Coordinator. The MANAGE-FISHub team contributed to programme planning, coordination, expert engagement, student activities and the overall conduct of the programme.

From Guwahati Biotech Park, the programme received institutional support under the leadership of Shri Deba Kumar Mishra, ACS, District Commissioner, Kamrup and Chief Executive Officer, Guwahati Biotech Park. The BICFA organising team comprised Dr. Bula Choudhury, Senior Scientist and Principal Investigator, BICFA; Mr. Nabajyoti Das, Project Associate, BICFA; and Dr. Rajiv Chandra Dev Goswami, Research Associate and Co-Principal Investigator, BICFA. The team supported programme coordination and institutional collaboration to facilitate the conduct of the two-day programme.

The programme was designed to provide fisheries students with exposure to entrepreneurship, startup development, innovation and emerging business opportunities in the fisheries and aquaculture sector. It aimed to bridge the gap between technical knowledge and enterprise development by familiarising participants with business opportunities, government schemes, institutional support, digital marketing, smart aquaculture technologies and entrepreneurial planning.

The collaborative efforts of MANAGE-FISHub and BICFA, Guwahati Biotech Park, provided a platform for the participating students to interact with experts, explore entrepreneurial opportunities and understand approaches for translating innovative ideas into viable fisheries and aquaculture enterprises.

Inagural Session

The Aqua Yuva – Entrepreneurship Orientation Programme for Fisheries Students was formally inaugurated on 8 October 2026 at the Business Incubation Centre for Fisheries and Aquaculture (BICFA), Guwahati Biotech Park (GBP), Guwahati, Assam. The inaugural session marked the commencement of the two-day programme organised by MANAGE-FISHub in collaboration with BICFA, Guwahati Biotech Park.

The session included an overview of MANAGE-FISHub initiatives and the objectives of the Aqua Yuva programme by Dr. Nivedha C K, Innovation Research Fellow, MANAGE-FISHub, Hyderabad. The programme aimed to familiarise fisheries students with entrepreneurship, startup development, innovation and emerging business opportunities in the fisheries and aquaculture sector.

Dr. Bula Choudhury, Senior Scientist and Principal Investigator, BICFA, and Dr. Rajiv Chandra Dev Goswami, Research Associate and Co-Principal Investigator, BICFA, represented the collaborating institution as members of the organising team. Their institutional involvement reflected the collaborative efforts of MANAGE-FISHub and Guwahati Biotech Park in promoting fisheries entrepreneurship and supporting the development of future aquapreneurs.

The inaugural session established the context for the two-day programme and introduced participants to the learning opportunities planned through technical sessions, expert interactions and entrepreneurial activities. It provided a foundation for exploring the potential of innovation and enterprise development in the fisheries and aquaculture sector.

Day 1

Technical Session

Technical session 1: Government Schemes, Institutional Support and Financial Assistance for Fisheries Startups

The technical session on "Government Schemes, Institutional Support and Financial Assistance for Fisheries Startups" was delivered by Mr. Chandan Chetri, Nodal Officer, Pradhan Mantri Matsya Sampada Yojana (PMMSY), Government of Assam. The session aimed to familiarise fisheries students with government initiatives and financial support mechanisms available for establishing and developing fisheries and aquaculture enterprises.

The resource person explained the role of government schemes in promoting fisheries entrepreneurship, strengthening aquaculture infrastructure and improving fisheries-based livelihoods. Particular emphasis was placed on PMMSY and other relevant schemes of the Department of Fisheries, Government of India, which support investment, productivity enhancement and the overall development of the fisheries sector.

The session also covered the Pradhan Mantri Matsya Kisan Samridhi Sah-Yojana (PM-MKSSY), highlighting its focus on formalising the fisheries sector, facilitating access to institutional finance, promoting aquaculture insurance and improving the efficiency of fisheries value chains. Participants were encouraged to understand scheme objectives, eligibility criteria and available support mechanisms before planning their entrepreneurial ventures.

The session enhanced participants' awareness of government assistance and institutional support available for fisheries startups. It encouraged them to explore suitable schemes and utilise available resources to transform their entrepreneurial ideas into viable and sustainable fisheries and aquaculture enterprises.



"Government schemes and institutional support can empower young fisheries entrepreneurs to transform innovative ideas into viable businesses and build sustainable enterprises in the fisheries and aquaculture sector."

– Mr. Chandan Chetri, Nodal Officer, PMMSYGovernment of Assam

Day 1

Technical Session

Technical session 2: Digital Marketing, Branding and E-Commerce for Fisheries Enterprises

The technical session on "Digital Marketing, Branding and E-Commerce for Fisheries Enterprises" was delivered by Mr. Dhrubajyoti Kalita, Graphic Designer at Aquascape and Founder of Iluscube. The session focused on the role of digital marketing and online platforms in promoting fisheries and aquaculture enterprises and expanding their market reach.

The session covered Google Business Profile optimisation to improve local business visibility, along with Facebook and Instagram page creation and management. Participants were introduced to Meta Business Manager, digital advertising campaigns, audience targeting, ad creative development and strategies for generating leads and promoting products through social media.

The discussion also highlighted the use of WhatsApp Business for customer communication, business profile management and sharing product catalogues through digital platforms. These tools can help fisheries entrepreneurs establish a strong brand identity, engage with potential customers and improve the online visibility of their products.

The session provided participants with practical insights into adopting digital marketing strategies to promote fisheries products, strengthen customer relationships and explore new business opportunities in the fisheries and aquaculture sector.



"Digital marketing and strong branding enable fisheries entrepreneurs to reach wider markets, connect with customers and transform their products into successful businesses."

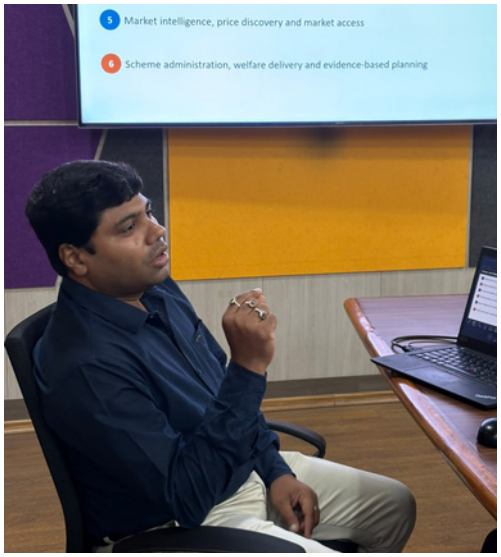
— Mr. Dhrubajyoti Kalita, Graphic Designer Aquascape and Founder, Iluscube

Day 1

Technical Session

Technical session 3: Digital Entrepreneurship in Fisheries – Focusing on GIS and Smart Aquaculture Technologies

Dr. Gouri Sankar Bhunia of Vaasarlabs IT Solution Pvt. Ltd., Hyderabad, delivered a session on the emerging role of digital technologies in fisheries entrepreneurship, with particular emphasis on Geographic Information System (GIS) and smart aquaculture technologies. The session highlighted the potential of technology-driven solutions to improve fisheries management, support aquaculture planning and create new opportunities for aspiring fisheries entrepreneurs.



The discussion focused on the application of GIS in resource mapping, spatial analysis and informed decision-making in fisheries and aquaculture. The session also introduced the concept of smart aquaculture, emphasising the integration of digital tools and innovative technologies to support farm management, monitor aquaculture operations and improve operational efficiency.



The session highlighted how the adoption of digital technologies can help address practical challenges in aquaculture and enable entrepreneurs to develop innovative, technology-based business solutions. Participants were encouraged to explore the growing opportunities at the intersection of digital innovation, fisheries and entrepreneurship.

Overall, the session broadened participants' understanding of the potential of GIS and smart aquaculture technologies in developing modern fisheries enterprises. It encouraged them to consider technology-driven approaches while identifying business opportunities and developing innovative solutions for the fisheries and aquaculture sector.

"Digital innovation, GIS and smart aquaculture technologies can open new pathways for efficient fisheries management and sustainable aquaculture entrepreneurship."

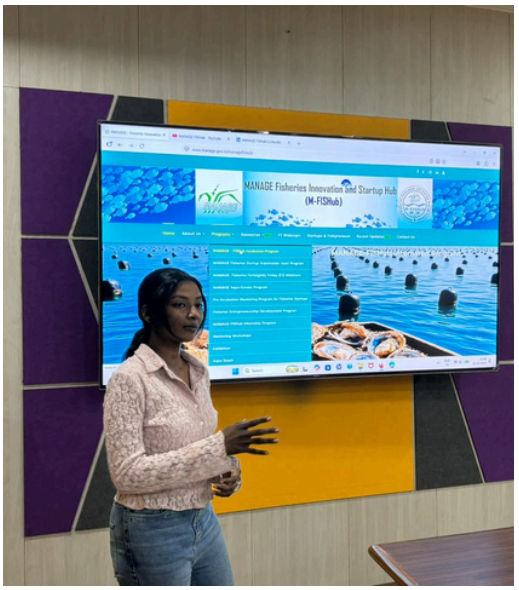
— Dr. Gouri Sankar Bhunia
Vaasarlabs IT Solution Pvt. Ltd
Hyderabad

Day 1

Technical Session

Technical session 4: Interactive Group Activity: Idea Generation and Team Formation

The interactive group activity on "Idea Generation and Team Formation" was facilitated by Dr. Nivedha C K, Innovation Research Fellow, MANAGE-FISHub. The activity aimed to encourage fisheries students to identify entrepreneurial opportunities, develop innovative business ideas and understand the importance of teamwork in establishing fisheries and aquaculture enterprises.



Participants engaged in brainstorming and group discussions to identify potential business opportunities across the fisheries value chain, including fish production, processing, value addition, marketing and allied services. The activity encouraged them to identify practical challenges in the fisheries sector and explore innovative solutions that could be developed into viable business ideas.



An important component of the activity was team formation, through which participants were encouraged to collaborate, share perspectives and recognise the importance of complementary skills in entrepreneurship. The discussions also highlighted the value of collective decision-making, effective communication and shared responsibilities in transforming ideas into actionable business concepts.

The activity provided participants with an opportunity to apply their creativity, interact with peers and develop an entrepreneurial outlook. It laid the foundation for further discussions on business model development and the presentation of fisheries startup ideas during the programme.

"Every successful fisheries startup begins with an innovative idea, strengthened by teamwork, collaboration and a shared vision."

Dr. Nivedha C K
Innovation Research Fellow
MANAGE-FISHub

Reflections

Day 2

The second day of the programme began with a reflection session, providing participants with an opportunity to revisit the key concepts and learning outcomes from Day 1. The discussion encouraged students to recall important insights and reflect on how the knowledge gained could be applied to their entrepreneurial aspirations.

Participants reviewed the major themes covered during the previous day, including fisheries business opportunities, digital marketing and branding, GIS and smart aquaculture technologies, and the interactive activity on idea generation and team formation. The reflection also helped them connect these learnings with potential business ideas and emerging opportunities across the fisheries and aquaculture value chain.

The session encouraged active participation, knowledge sharing and peer learning, while reinforcing the importance of innovation, digital adoption and collaborative approaches in entrepreneurship. It also established a foundation for the subsequent sessions on smart aquaculture, business model development and entrepreneurial opportunities planned for Day 2.





Day 2

Technical Session

Technical Session 5: Innovation in Aquaculture: Smart Farming, IoT and AI Applications

Mr. Shekib Ahmed, Chief Operating Officer (COO) of R. Unicornius Axom Pvt. Ltd., Guwahati, delivered a session on the emerging role of smart farming, the Internet of Things (IoT) and Artificial Intelligence (AI) in aquaculture. The session highlighted the potential of innovative technologies to modernise aquaculture practices, improve farm management and support technology-driven entrepreneurship in the fisheries sector.



The discussion focused on the application of smart technologies in aquaculture, particularly their potential to support real-time monitoring, efficient resource utilisation and informed decision-making. The integration of IoT-based systems and AI-enabled solutions can help aquaculture entrepreneurs explore innovative approaches to farm management and address operational challenges.

"Smart technologies like IoT and AI can make aquaculture more efficient, sustainable, and data-driven, opening new avenues for innovation and entrepreneurship."
Mr. Shekib Ahmed
COO, R. Unicornius Axom Pvt Ltd

The session also highlighted the growing opportunities for developing technology-based solutions and startups in the aquaculture sector. Participants gained insights into how digital innovation can contribute to improving productivity, operational efficiency and sustainability in fisheries enterprises.

Overall, the session broadened participants' understanding of emerging technological trends in aquaculture and encouraged them to explore smart farming solutions as potential avenues for innovation and entrepreneurship.

Day 2

Technical Session

Technical Session 6: Business Model Canvas and Business Plan Preparation

Ms. Tribeni Saikia, Business and Entrepreneurship Coach associated with NLP & MSME, Assam, conducted an interactive session on "Business Model Canvas and Business Plan Preparation." The session focused on helping fisheries students structure their business ideas and develop preliminary plans for entrepreneurial ventures.

The session introduced the Business Model Canvas (BMC) and its nine components, including customer segments, value proposition, marketing channels, revenue streams, key resources, activities, partners and cost structure. Using an illustrative business example, participants learned how these components contribute to the effective functioning of an enterprise.

Through group activities, participants identified business ideas, defined target customers and prepared their own Business Model Canvas. They also explored business plan preparation, including operational requirements, expected sales, costs, initial capital, potential risks and future action steps.

The session provided practical insights into assessing business feasibility, financial planning and decision-making, encouraging participants to refine their ideas and develop viable fisheries and aquaculture startup concepts.





"A successful business begins with a clear idea, a well-structured business model and a practical plan to turn that idea into reality."

— Ms. Tribeni Saikia, Business and Entrepreneurship Coach, NLP & MSME, Assam

Day 2

Technical Session

Technical Session 7: Entrepreneurial scenario and conducive opportunities for the fisheries sector

Dr. Bula Choudhury, Senior Scientist and Principal Investigator of the Business Incubation Centre for Fisheries and Aquaculture (BICFA), Guwahati Biotech Park, delivered a session on "Entrepreneurial Scenario and Conducive Opportunities for the Fisheries Sector." The session focused on the evolving entrepreneurial landscape of fisheries and aquaculture and the opportunities available for aspiring entrepreneurs to establish innovative and sustainable enterprises.

The discussion highlighted the potential for entrepreneurship across various segments of the fisheries value chain, including fish production, aquaculture, processing, value addition, marketing and allied services. Emphasis was placed on identifying emerging business opportunities, understanding sectoral needs and exploring innovative approaches to address challenges faced by fisheries stakeholders.

The session also highlighted the role of incubation support in nurturing entrepreneurial ideas, strengthening business development and facilitating the growth of fisheries startups. Participants gained insights into the importance of recognising market opportunities and developing practical solutions to meet the changing needs of the fisheries sector.

Overall, the session encouraged participants to explore diverse entrepreneurial pathways in fisheries and aquaculture and consider how innovation, institutional support and business-oriented thinking can contribute to the development of successful ventures.



"The fisheries sector offers diverse entrepreneurial opportunities for aspiring innovators to transform challenges into viable businesses and contribute to sustainable sectoral growth."

Dr. Bula Choudhury
Senior Scientist and PI-BICFA
Guwahati Biotech Park

Day 2

Technical Session

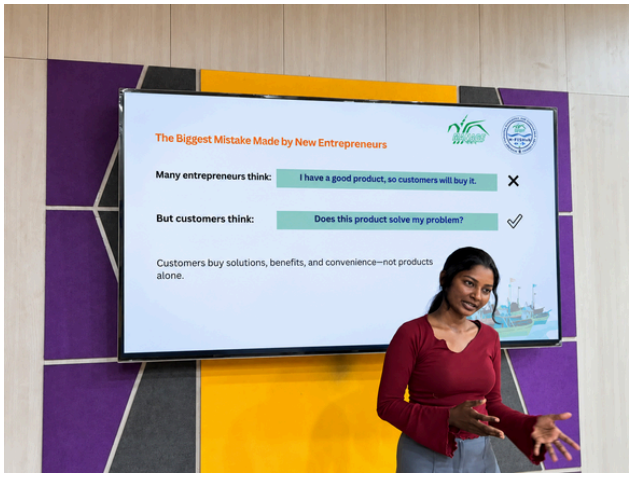
Technical Session 8: Customer Persona and Empathy Mapping

Dr. Nivedha C K, Innovation Research Fellow, MANAGE-FISHub, delivered a session on "Customer Persona and Empathy Mapping," highlighting the importance of understanding customer perspectives in developing successful fisheries and aquaculture enterprises. The session emphasised that identifying customer needs, preferences, expectations and challenges is essential for designing products and services that meet market demand.

The session explained the concept of customer personas as a tool for identifying target customers based on their characteristics, needs and purchasing behaviour. Empathy mapping was introduced as a method to understand customers' thoughts, feelings, actions and concerns, enabling entrepreneurs to gain deeper insights into their experiences and expectations.

The discussion highlighted the relevance of these tools in identifying market gaps, understanding consumer behaviour and developing customer-oriented business strategies. In the fisheries sector, such approaches can help aspiring entrepreneurs better understand the requirements of fish farmers, traders, retailers and consumers, thereby identifying opportunities for innovative products and services.

The session underscored the importance of placing customers at the centre of business planning and decision-making. It helped participants understand how customer insights can guide product development, improve market positioning and strengthen the potential for establishing viable fisheries and aquaculture startups.



"Understanding the customer is the first step towards building a successful business. When entrepreneurs understand customer needs and expectations, they can create solutions that deliver real value."

Dr. Nivedha C K
Innovation Research Fellow
MANAGE-FISHub

Valedictory Session

The two-day Aqua Yuva – Entrepreneurship Orientation Programme for Fisheries Students, organised by MANAGE-FISHub in collaboration with Guwahati Biotech Park and BICFA, concluded with the Valedictory Session and Certificate Distribution on 9 October 2026. The session was attended by Dr. Bula Choudhury, Senior Scientist and PI-BICFA; Dr. Rajiv Chandra Dev Goswami, Research Associate and Co-PI-BICFA; and Dr. Nivedha C K, Innovation Research Fellow, MANAGE-FISHub.



The programme report was presented by Dr. Nivedha C K, highlighting the major technical sessions, activities and learning outcomes of the two-day programme. The concluding session reflected on the importance of entrepreneurship orientation in equipping fisheries students with the knowledge and skills required to explore business opportunities in fisheries and aquaculture.



The session also emphasised the significance of innovation, business planning and institutional support in nurturing aspiring aquapreneurs. The programme concluded with the distribution of certificates to the participating students, marking the successful completion of Aqua Yuva and encouraging them to pursue entrepreneurial opportunities in the fisheries sector.

AquaTalks Capturing Voices from Aqua Yuva

As part of the Aqua Yuva – Entrepreneurship Orientation Programme for Fisheries Students organised by MANAGE-FISHub in collaboration with Guwahati Biotech Park and BICFA, Assam, the AquaTalks initiative of MANAGE-FISHub featured engaging podcast conversations hosted by Dr. Nivedha C. K., Innovation Research Fellow, MANAGE-FISHub.

The podcast conversations provided a platform to explore perspectives on fisheries entrepreneurship, aquaculture innovations, startup opportunities, business development and emerging trends in the fisheries sector. The discussions aimed to connect the learning experiences of the programme with practical insights into entrepreneurship and career opportunities for fisheries students.

Through AquaTalks, MANAGE-FISHub extended the knowledge and experiences of the Aqua Yuva programme beyond the classroom, creating a digital knowledge-sharing resource and promoting awareness of fisheries entrepreneurship through the MANAGE-FISHub YouTube channel.









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