



भारत सरकार
GOVERNMENT OF INDIA
मत्स्यपालन विभाग
Department of Fisheries



Pradhan Mantri Matsya Sampada Yojana (PMMSY)

Cohort I

Startup Agri-Business Incubation Program (SAIP), Agripreneurship Orientation Program (AOP) and Student Orientation Program (SOP)

Fisheries-Startups @ MANAGE: Powering Innovation Across the Blue Economy

MANAGE Fisheries Innovation and Startup Hub (MANAGE - FISHub)

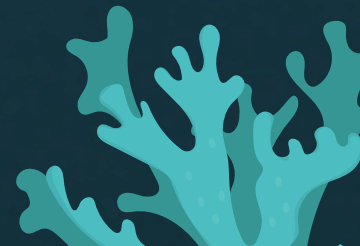
(A National Fisheries Incubation Centre Supported by the Ministry of Fisheries, Animal Husbandry and Dairying, Govt. of India)

National Institute of Agricultural Extension Management (MANAGE)

(An Autonomous Organization of Ministry of Agriculture and Farmers Welfare, Govt. of India)

Rajendranagar, Hyderabad – 500 030, Telangana, India

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



About the Publication

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Dr. Saravanan Raj

Director (Agricultural Extension), MANAGE
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India's fisheries sector is diverse, rapidly expanding and undergoing a significant transformation driven by innovation. With rapid technological advancements and growing policy support, fisheries startups are emerging as key catalysts in reshaping coastal and rural economies while making the sector more efficient, resilient, competitive and sustainable.

Despite this progress, persistent challenges such as weak market linkages, limited access to services, and inadequate networks continue to hinder the sector's growth. In this context, incubators and accelerators have become vital enablers of change. They bridge critical gaps by nurturing entrepreneurial talent, facilitating structured funding, promoting digital adoption and encouraging climate smart solutions.

At MANAGE, we are committed to identifying and nurturing potentially disruptive ideas from aspiring aquapreneurs and supporting them in building scalable and sustainable business models. Our incubation programs offer access to co working spaces, expert business and technical mentoring, investor networks and pilot testing facilities. We also place strong emphasis on digital empowerment, sustainable aquaculture practices, and inclusive growth, enabling startups to thrive in today's evolving fisheries startup ecosystem.


This compendium is a tribute to the spirit of innovation, determination, and resilience demonstrated by these startups. It presents selected success stories that reflect how young fisheries entrepreneurs are creating measurable impact by strengthening fisheries value chains, improving livelihoods and contributing to a future-ready fisheries sector in India.

(Saravanan Raj)



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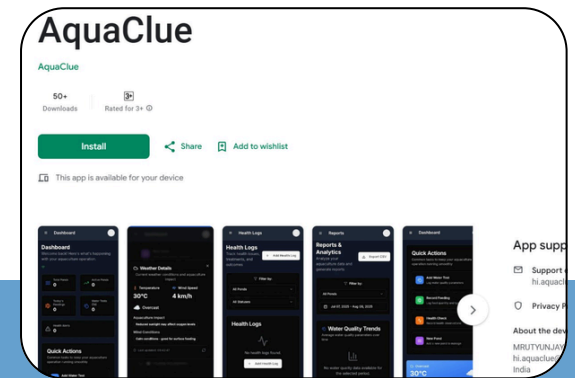
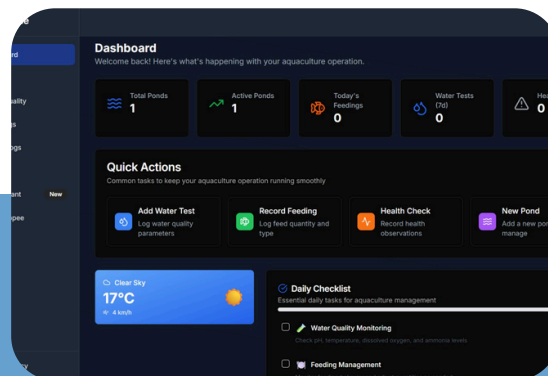
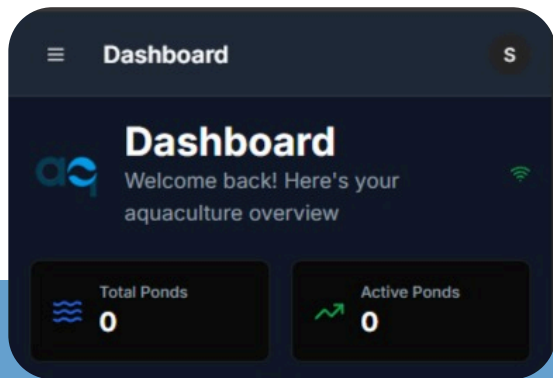
Mr. Mrutyunjaya Das

About Startup

AquaClue is a precision driven aquaculture intelligence platform designed to bridge the gap between traditional fish farming practices and data-driven decision making. It addresses key challenges such as water quality variability, feed inefficiencies, disease risks and lack of structured farm records that impact farmer profitability.

Founded by Mr. Mrutyunjaya Das, the platform focuses on transforming fragmented farm activities, such as feeding, water monitoring, and health observations into structured, actionable insights. Through guided inputs and context aware recommendations, AquaClue simplifies critical farm decisions for small and mid scale farmers.

Built for low resource environments, the system supports offline first functionality and scalable integration with emerging technologies. Its solution not only enhances operational clarity and early risk detection but also improves productivity, cost efficiency and sustainability, offering a practical and scalable pathway toward data enabled aquaculture.



Aquadore Ventures Pvt. Ltd.

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About **Startup**



Mr. Rohan Patil

Coasties is a next generation seafood snack brand developed under Aquadore Ventures Pvt. Ltd., focused on transforming fish consumption into a convenient and everyday snacking experience in India. Its product range includes prawn wafers, fish wafers, dry shrimp roast and other seafood-based snacks designed for both retail consumers and the HoReCa segment.

Founded by Mr. Rohan Patil, Mr. Amitkumar Patil and Mr. Amol Bhagat as part of the founding team, the brand combines coastal heritage with modern food innovation to deliver high quality, safe and consistent products. Backed by strong aquaculture integration, Coasties ensures better quality control and efficient supply chain management.

Its offerings not only promote fish consumption and support coastal livelihoods but also provide a protein rich, affordable and scalable alternative to traditional snacks, positioning Coasties as an emerging player in India's non vegetarian snacking market.






Biogavya Innovations Pvt.Ltd.

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 9739893883

About **Startup**

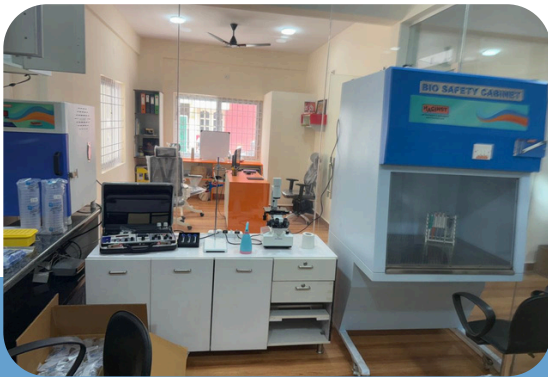
Biogavya Innovations Pvt. Ltd. is a biotechnology startup focused on developing advanced solutions across multiple sectors, with a strong emphasis on aquaculture nutrition. The company is introducing a novel feed ingredient, mineral chelated protein hydrolysate, designed to improve nutrient efficiency and sustainability in aquaculture systems.

Founded by Mr. Gnanesh Rao, the startup focuses on enhancing mineral bioavailability by chelating essential elements such as iron, zinc and selenium with bioactive peptides. This approach improves mineral stability, absorption and overall feed performance while addressing challenges associated with conventional inorganic supplements.

Its solution not only improves feed conversion efficiency and animal health but also reduces nutrient loss and environmental impact, offering a sustainable and scalable approach to next-generation aquaculture nutrition.



Mr. Gnanesh Rao





Farmlynk AgriSymbiosis Pvt. Ltd.

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Ms. Ch. Sowmya

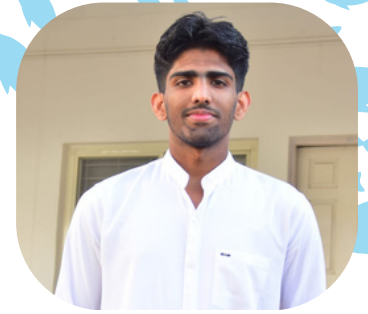
About Startup

FarmLynk Agri Symbiosis Pvt. Ltd. operates at the intersection of agriculture and aquaculture, focusing on strengthening rural entrepreneurship and building sustainable village economies. The company has developed a decentralized network of local agri entrepreneurs, known as FarmLynkers, who facilitate direct procurement and provide access to farm inputs and machinery at competitive pricing.

Founded by Ms. Sowmya, FarmLynk focuses on reducing intermediaries and improving market linkages to enhance farmer income while creating livelihood opportunities for rural youth. In the aquaculture segment, the company adopts a women led value addition approach by developing hygienic, protein rich seafood products through trained coastal community clusters.

Its integrated model not only improves market access and local processing but also promotes women empowerment, income generation and sustainable rural development, offering a scalable and inclusive ecosystem for agri and aquaculture value chains.





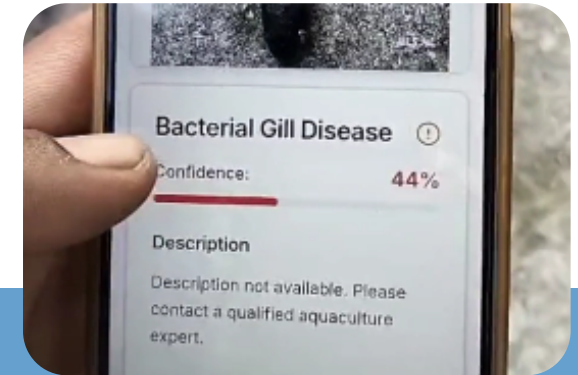
Mr. Eldho Saji

About Startup

FinX AquaTech is an innovative aquaculture technology company focused on developing advanced Artificial Intelligence and Internet of Things based solutions for the fisheries and aquaculture sector. It aims to improve productivity, sustainability and profitability through data driven decision making and intelligent farm management systems.


Founded by Mr. Eldho Saji, the company focuses on integrating predictive analytics, smart monitoring and automation to address key challenges in both freshwater and marine aquaculture. Its capabilities include research, product development, software solutions, hardware integration and consultancy services tailored to modern aquaculture needs.

Its solutions not only enhance operational efficiency and risk management but also enable scalable, technology-driven aquaculture practices, positioning FinX AquaTech as a forward-looking player in smart aquaculture innovation.



 Karnataka

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Mr. Karthik Gowda

About Startup





Fressea is a farm to fork seafood startup focused on delivering fresh, chemical free fish and ready to cook seafood products with complete traceability from seed to plate. The company procures fish directly from fishermen and aquaculture farmers and supplies seafood through kiosks and QSR models.

Founded by Karthik Gowda and Sachin, the startup has established a strong procurement, processing and distribution network connecting fishermen, farmers and consumers. It has launched seafood retail kiosks in Bengaluru and introduced “Fish On Fire,” a seafood Quick Service Restaurant concept.

Its model improves seafood quality, traceability and supply chain efficiency while enhancing farmer and fisher incomes through direct market linkages and value-added seafood products. With FSSAI-certified operations, the startup offers a scalable and sustainable seafood retail solution.



Journey Timeline

-  Jan 30, 2026 - 4:30 AM
Caught off Karwar Coast
-  Jan 30, 2026 - 10:00 PM
Arrived at Processing
-  Jan 31, 2026 - 4:00 AM:
Quality Checked
-  Jan 31, 2026 - 06:00 AM
Delivered to Store



Green Heal Life Solutions LLP



📍 Telangana

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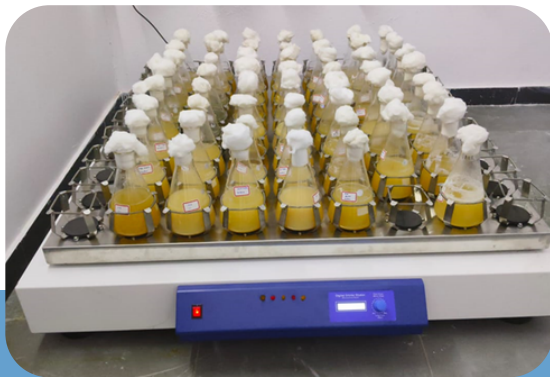
About Startup

Mr. Gude Sreenivasa Rao

Green Heal Life Solutions LLP is an emerging aqua-biotech startup focused on promoting sustainable and eco-friendly aquaculture practices through innovative microbial solutions. The company has developed Aqua Clean+, an indigenous pond cleaning microbial consortium designed to improve water quality, restore pond ecosystems and enhance fish and shrimp productivity.


Founded by Gude Sreenivasa Rao along with Dr. Edpuganti Sree Latha, the startup works towards reducing dependency on chemical based water treatments in aquaculture systems. Through field demonstrations, farmer outreach programs and technical guidance, it promotes biological remediation, nutrient cycling and healthier aquatic environments.

Its microbial formulation helps degrade organic sludge, reduce ammonia and harmful gases, suppress disease-causing pathogens and improve overall pond health naturally. By supporting better immunity, survival and growth of fish and shrimp, the solution contributes to increased productivity and reduced operational costs for farmers.






Marine Biotech

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 9245296886



Mr. Ezhilvalavan

About **Startup**

Marine BioTech is an emerging open ocean aquaculture startup focused on building a sustainable and technology-driven marine farming ecosystem in India. The company specializes in high-value Asian seabass species, with integrated operations, spanning hatchery production, nursery rearing and open sea cage farming.

Founded by Mr. Ezhilvalavan, the startup focuses on adopting scientific aquaculture practices and modern technologies to enhance productivity, fish health and operational efficiency of Asian Seabass cultivation . It supports coastal farmers and communities through end to end solutions, including quality fingerlings, balanced feed, cage infrastructure and technical training on Asian Seabass .

Its model not only demonstrates the commercial viability of mariculture but also strengthens farmer income through assured buyback and market linkages, offering a scalable and inclusive approach to sustainable marine aquaculture.





MarinX

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Mr. Sandipan chakrabarty

About Startup

MarinX is a sustainable biotech company focused on converting fish and seafood waste into high-value, eco-friendly products such as chitin, chitosan and biodegradable bioplastics. By utilizing materials like fish scales, skins and crustacean shells, it addresses environmental pollution and resource inefficiency in the seafood industry.


Founded by Mr. Sandipan Chakrabarty, the company focuses on circular bioeconomy principles by transforming waste into valuable inputs for industrial and environmental applications. Its approach promotes efficient resource utilization while reducing dependency on conventional, non biodegradable materials.


Its solutions not only minimize waste and environmental impact but also support sustainable manufacturing, water purification and climate-friendly alternatives, offering a scalable and innovation-driven model aligned with global sustainability goals.



Matsya Saarthi

 Haryana

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 9468486458



Mr. Parul

About Startup

Matsya Saarthi is an AI and GIS-based smart fisheries platform designed to connect fish farmers, suppliers, researchers and government agencies in one unified ecosystem. It addresses fragmented fisheries services, delayed disease detection, poor market transparency and limited expert access through a single digital platform.

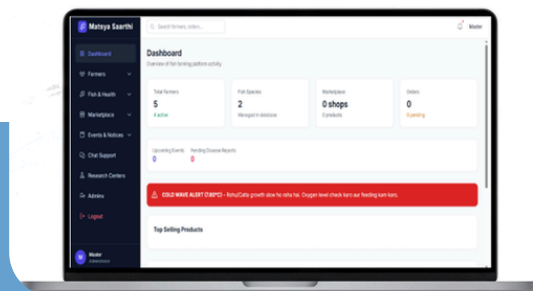
Founded by Parul and based in Hisar, Haryana, the startup focuses on AI-based fish disease detection, farm advisory, digital marketplace access and data-driven governance support. The prototype has already been validated through interactions with farmers, shopkeepers and fisheries institutions and live demos have shown that users value its quick advisory and simple workflow.

The business model is built around a unified AI-driven aquaculture platform that serves fish farmers, suppliers, shopkeepers, researchers and government agencies. It also creates value through premium advisory services, marketplace transactions, advertisements and training programs.

On-Field Farmer App Testing



Centralized Admin & GIS Dashboard



Puakai AquaAgri (Nachu)

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Mr. Donkina Santhosh

About **Startup**

Puakai AquaAgri (Nachu) is a marine-based nutraceutical brand focused on developing seaweed derived products to support skin health, thyroid balance and overall wellness. The brand emphasizes clean-label, sustainable and science-backed formulations using nutrient-rich ocean resources.

Founded by Mr. Donkina Santhosh, the startup focuses on leveraging the nutritional and functional benefits of seaweed, including its rich mineral content, high protein levels and bioactive compounds. Through research-driven product development and collaborations, it aims to address micronutrient deficiencies while promoting eco-friendly and sustainable food systems.

Its solutions not only enhance health outcomes such as immunity, skin health, and metabolic balance but also support coastal livelihoods and environmental sustainability, offering a scalable and impact-driven approach to marine-based wellness products.





Mr. Ulaganathan Devaraj

About **Startup**

Sunbinak Advance Systems LLP is a food processing technology startup focused on developing cryogenic freezing solutions for the seafood industry. The company offers liquid nitrogen-based freezers that enable rapid, high-quality freezing with significantly lower power consumption compared to conventional systems.

Founded by Mr. Ulaganathan Devaraj and Mr. Arunkumar Gangadharan, the startup focuses on solving critical challenges in seafood preservation, especially at onboard and farm levels where power availability is limited. Its cryogenic systems enable instant freezing, reduce ice crystal formation, prevent microbial decomposition, and ensure superior product quality, while offering flexibility for both onboard and off board applications.

Its solution not only enhances shelf life and food safety but also provides a scalable, portable, and energy-efficient alternative for seafood processing, offering capacities ranging from small-scale operations to industrial-level processing.





Water Lily India

📍 Telangana

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Mr. Amrithesh Kumar Arun

About Startup

Water Lily India is a startup focused on the next generation propagation of indigenous aquatic ornamental plants. It uses tissue culture and controlled hardening systems to solve inconsistent supply, transport loss and dependence on traditional propagation methods.

Founded by Amrithesh Kumar Arun in Hyderabad, Telangana, the startup works on disease-free mother plants, greenhouse holding, and species-specific culture media. Its process improves rapid multiplication, reduces contamination and supports better acclimatization before sale.

The business model centers on a centralized production hub serving aquarium traders, ornamental plant wholesalers and landscape designers. It also offers premium rare varieties, off-season supply, and future opportunities in contract propagation and protocol licensing.





Mr. Bhargav Reddy

About Startup

Zoofeed is an aquaculture biotechnology startup focused on producing high-quality, astaxanthin-rich live feed for shrimp hatcheries. The company specializes in culturing marine copepods such as *Pseudodiaptomus annandalei* and *Acartia tonsa*, offering a nutritious and reliable solution for early-stage shrimp larvae.

Founded by Mr. Bhargav Reddy, the startup focuses on enhancing feed quality through enrichment with carotenoid-rich microalgae. This approach improves essential fatty acids, pigmentation, immunity, and stress tolerance, while addressing the limitations of imported *Artemia* through a consistent and locally produced alternative.

Its solution not only improves larval survival and hatchery performance but also ensures scalable, controlled production using semi automated systems with real time monitoring, offering a sustainable and high performance live feed solution for aquaculture.



PMMSY

The Pradhan Mantri Matsya Sampada Yojana (PMMSY), launched by the Department of Fisheries, Ministry of Fisheries, Animal Husbandry and Dairying, Government of India, aims to bring about a blue revolution through the sustainable and responsible development of the fisheries and aquaculture sector.

PMMSY is designed to address critical gaps in the fisheries value chain, from fish production, productivity, and quality to technology adoption, post-harvest infrastructure, and marketing. It focuses on modernizing and strengthening the entire value chain, enhancing traceability, and establishing a robust fisheries management framework while ensuring the socio-economic welfare of fishers and fish farmers.

The scheme promotes entrepreneurship and innovation by supporting aquaculture expansion, hatchery development, cold chain infrastructure, processing, and market linkages. It encourages startups, cooperatives, and fisheries enterprises through financial assistance, capacity building, and institutional support, fostering a vibrant fisheries startup ecosystem.

PMMSY plays a crucial role in transforming India's fisheries sector by improving productivity, ensuring quality and sustainability, boosting exports, and strengthening livelihoods, thereby contributing to economic growth and nutritional security.

Website: <https://pmmsy.dof.gov.in/>





MANAGE-FISHub

MANAGE–Fisheries Innovation and Startup Hub (MANAGE-FISHub) is a national-level incubation and innovation hub hosted at the National Institute of Agricultural Extension Management. Established in 2025 with the support of the Department of Fisheries, Ministry of Fisheries, Animal Husbandry and Dairying, Government of India, the hub is dedicated to transforming the fisheries and aquaculture sector through innovation, entrepreneurship, and ecosystem development.

MANAGE-FISHub focuses on nurturing technology-driven and service-oriented fisheries startups by providing structured incubation support, mentoring, and access to critical resources. It facilitates the commercialization of innovations emerging from startups, research institutions, academia, and individual innovators, while promoting the adoption of advanced technologies across the fisheries value chain.

Committed to fostering a collaborative and inclusive ecosystem, MANAGE-FISHub connects entrepreneurs, fishers, researchers, financial institutions, and industry stakeholders. Through its integrated support system including technical, financial, legal, and IP services, the hub plays a pivotal role in enabling sustainable growth, generating employment, and strengthening the fisheries startup ecosystem in India.

Website: <https://www.manage.gov.in/managefishub/Default.aspx/>





MANAGE- Fisheries Innovation and Startup Hub (MANAGE-FISHub)
National Institute of Agricultural Extension Management (MANAGE)
Rajendranagar, Hyderabad, India

www.manage.gov.in