भारत सरकार
GOVERNMENT OF INDIA
मत्स्यपालन विभाग
Department of Fisheries

Fisheries Fortnightly Friday (F3) Webinar No: 10

"Startups in Fisheries"

19-12-2025

11 A.M - 12. 30 P.M IST

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 Webinar

The MANAGE-FISHub F3 Webinars, introduced in August 2025 by the MANAGE – Fisheries Innovation and Startup Hub (MANAGE- FISHub), Hyderabad, mark a pioneering step in digital learning for fisheries entrepreneurship. Designed as a vibrant knowledge-sharing arena, the series empowers aspiring aquapreneurs with expert insights, inspiring success stories, and actionable strategies to navigate entrepreneurial hurdles. Beyond sparking collaboration among fisheries stakeholders, it ensures that cutting-edge updates and sustainable aquaculture practices reach learners everywhere, creating a dynamic platform where innovation and opportunity in the fisheries sector truly flourish.

Inaugural Session

The tenth session of the MANAGE–FISHub Fortnightly Friday (F3) Webinar has commenced with an insightful welcome address by Dr. Rahalya, MANAGE Fellow who warmly greeted the participants and provided an overview of MANAGE-FISHub, a national-level incubation and innovation hub supported by the Department of Fisheries, Ministry of Fisheries, Animal Husbandry and Dairying, Government of India. Dr. Rahalya highlighted the hub's role in promoting entrepreneurship, mentoring, and technology transfer, underscoring its commitment to strengthening the fisheries and aquaculture innovation ecosystem in the country.

Speaker 1

Mr. Mohan A. Reddy
CEO & Founder
Amiti Empiric Technologies
mohanreddy@amititechnologies.org

Mr. Mohan Reddy is a visionary entrepreneur and founder of Amiti Emperic Technologies. He holds a master degree in fisheries environment and ecology from the College of Fisheries, Mangalore. Amiti Empiric Technologies came with vast experience in entire supply chain of aquaculture and seafood business starting from sourcing right products internationally, farming, hatchery, processing and exports.

Additionally, he is the Founder and CEO of Seabites Premium Food Pvt Ltd, India's first seafood QSR chain and retail seafood brand committed to bringing premium, fresh and sustainable seafood to consumer. , playing a key role in strengthening and expanding the domestic shrimp market through value-added products.

Highlights of the Session

Mr. Mohan highlighted his entrepreneurial journey and explained how real-world market exposure helped identify critical gaps in shrimp aquaculture. He emphasized that successful startups begin with problem identification rather than technology obsession.

- He highlighted the hatchery segment as the foundation of shrimp aquaculture, emphasizing that post-larvae (PL) quality determines overall farm success.
- The integration of artificial intelligence and Internet of Things (IOT) for post larvae counting, water quality monitoring, and growth assessment towards transparency and traceability in hatchery and farm operations
- The session elaborated on the expansion into seafood markets through scalable, technology-driven service restaurant models to strengthen value-added shrimp consumption in India

Speaker 2

Mr. Mayur Dev
Managing Partner
Aquarium Products India LLP
nfo@mayurdevaquascaper.com

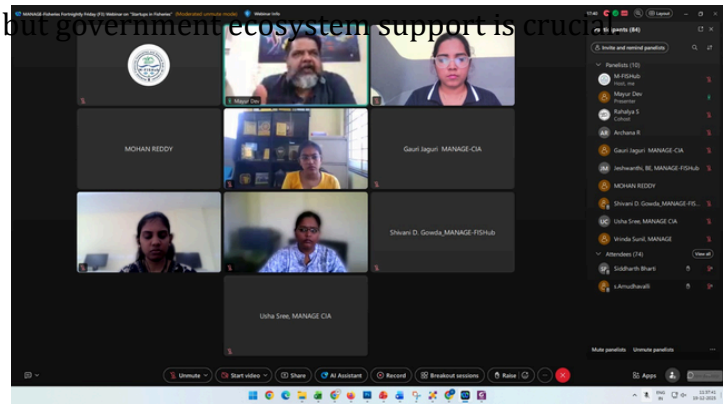
Mayur Dev is an aquascaper, entrepreneur, and aquarium hobbyist, turned-business founder who leads ventures in the aquarium products and aquascaping space. He is widely recognized in the Indian aquarium community for his expertise in aquarium care, aquascape design, and fishkeeping education.

Professionally, he also serves as a Designated Partner at Still Water Aquariums India LLP and leads Aquarium Products India LLP's business strategy, product development, and community engagement efforts.

Highlights of the Session

Mr. Mayur Dev provided an overview of ornamental fisheries sector and highlighted that the ornamental fisheries sector is often underrepresented in policy, education, and institutional support.

- Emphasized the innovation in aquarium nutrition and products using natural and Ayurvedic ingredients
- He stressed market relied heavily on social media and digital content to educate and reach customers.
- He addressed invasive species problems caused by problem caused by unregulated aquarium fish releases into natural water bodies.
- Mr. Mayur Dev highlighted the need for government support and formal recognition of the ornamental fish sector, which is largely unregulated and fragmented.
- Aquarium keeping is a nature -based ecosystem, requiring holistic solutions rather that just products.
- There is significant export potential in AI-based aquaculture equipment and ornamental fish products, but government ecosystem support is crucial.



1. What marketing channels effectively reach ornamental fish customers?

Social media and digital platforms, including educational YouTube content have been instrumental to reach ornamental fish customers.

2. Does water turbidity affect AI shrimp counting accuracy?

No, Water turbidity does not significantly affect the accuracy of AI-based shrimp counting, as the system uses standardized sampling methods; hatchery water is generally clear, and in farm conditions shrimp size and sampling protocols allow accurate identification and counting.

3. What innovative approaches exist for aquarium fish nutrition?

Innovative approaches in aquarium fish nutrition focus on mimicking natural diets and ecosystems rather than using chemical- or hormone-based feeds. These include the use of species-specific, natural ingredients such as insects, crustaceans, plant-based nutrients, and herbal or Ayurvedic components that align with what fish consume in the wild. Emphasis is placed on high digestibility and clean nutrition, which reduces waste, ammonia buildup, and stress in aquariums while improving immunity, coloration, growth, and longevity. Modern aquarium nutrition also integrates solution-oriented feeding, where food supports overall health, disease resistance, and environmental stability, ensuring both fish well-being and ease of maintenance for hobbyists.

4. Are AI based shrimp feed and health monitoring systems accurate in pond culture?

Yes, AI-based shrimp feed and health monitoring systems are accurate in pond culture, with current performance levels of about 95–96% accuracy, improving further as more data samples are collected. Accuracy increases over time because AI models continuously learn from pond-specific data, leading to more reliable feed management, growth estimation, and health monitoring.

5. What product can rural farmers manufacture for the ornamental fish industry?

Rural farmers can manufacture several products for the ornamental fish industry, including live fish feed (such as earthworms, tubifex, and zooplankton), aquatic plants, and the ornamental fish themselves (fry and juveniles), using locally available resources and simple techniques.

Aquariums require various decorative elements, including natural aquatic plants, which can be grown by farmers.

- Aquatic Plants: Species like *Cryptocome, Hydrophyla* and *Vallisneris* are in demand for aquascaping
- Aquarium Accessories: Simple, low-cost accessories can also be produced using local materials, such as specific types of sand, gravel, and certain molluscan shells.

Government schemes and technical support from organizations like the National Fisheries Development Board (NFDB) and KVKs often provide training and financial assistance for these activities, empowering rural communities, including women's self-help groups, to develop sustainable livelihoods

6. How to address invasive aquarium fish in natural water bodies?

Addressing invasive aquarium fish involves a multi-pronged approach: prevention, early detection, and management/control to protect native biodiversity.

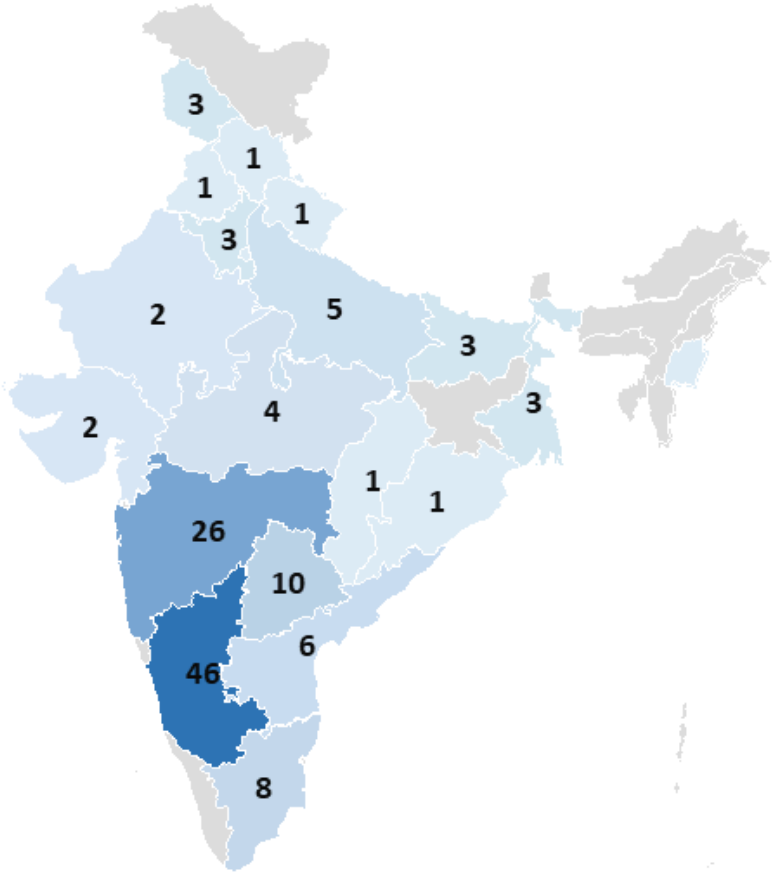
Key measures include enforcing strict controls on the import, breeding, and sale of invasive species; educating aquarium hobbyists and shopkeepers against releasing unwanted fish into rivers and lakes; and promoting responsible alternatives such as return or surrender programs. Long-term solutions require policy support, monitoring by authorities, and coordinated eradication or control programs, along with public awareness campaigns to prevent further spread.

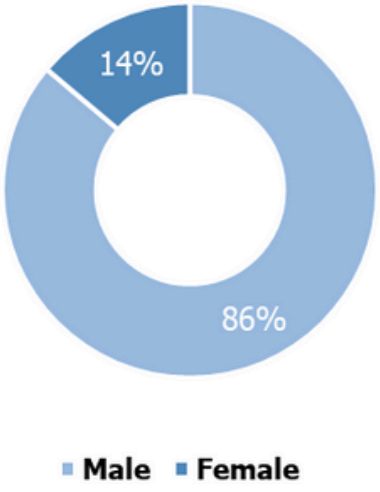
7 What is the export potential for fisheries startups?

The export potential for fisheries startups is significant, especially in areas such as technology solutions (AI, IoT, monitoring systems), aquaculture equipment, ornamental fish, value-added seafood products, and specialty feeds. Global markets increasingly demand high-quality, traceable products and innovative technologies, offering Indian startups opportunities to compete internationally and expand export revenue.

Watch on YouTube: https://www.youtube.com/watch?v=8Ba0KdZCPtM

Participants





Total Number of Participants: 130

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