



Fisheries Fortnightly Friday (F3) Webinar No: 1 *“Startups in Fisheries”*



15-08-2025



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

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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.

Objectives of the Webinar

- Raise awareness about emerging trends, untapped opportunities, and pressing challenges shaping the fisheries startup ecosystem.
- Spark enthusiasm and motivation among aspiring aquapreneurs by sharing inspiring startup journeys and expert perspectives.
- Build a rich digital knowledge hub that delivers the latest insights, hands-on skills, and innovative solutions for fisheries entrepreneurship.
- Foster collaboration and networking by creating a vibrant platform that connects aquapreneurs with investors, researchers, policymakers, and industry stakeholders.



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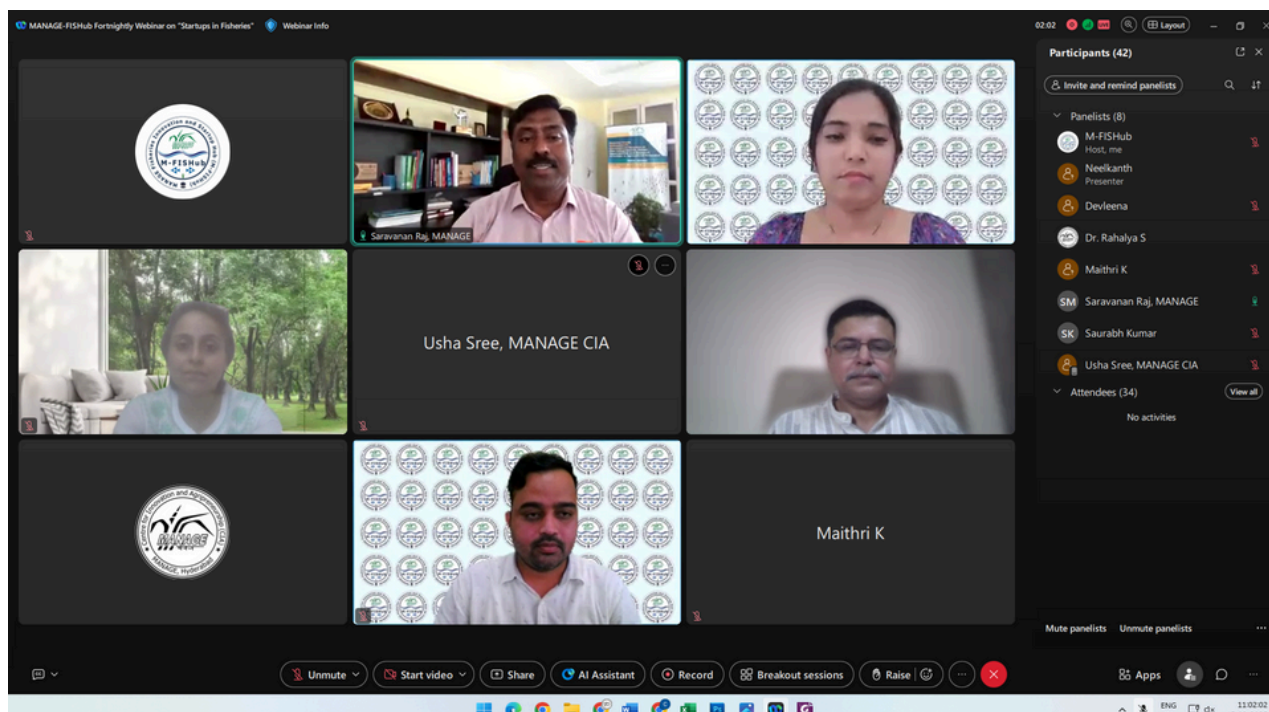
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Inaugural Session



The first MANAGE-Fisheries Fortnightly Friday (F3) webinar of MANAGE FISHub was conducted on August 15, 2025, marking the beginning of the MANAGE-FISHub activities and programs.

The webinar session began with an introductory address by **Dr. Saravanan Raj**, Director (Agricultural Extension), MANAGE & CEO, MANAGE-Fisheries Innovation and Startup Hub (MANAGE-FISHub). He formally inaugurated the first webinar by welcoming the key speakers and participants and highlighted MANAGE-CIA's extensive experience with startups, having incubated over 500 startups across the country and internationally. The MANAGE-FISHub aims to connect stakeholders in the fisheries sector, addressing the current gaps between startups, FPOs, government agencies, and farmers. He emphasized that fisheries are not just about income but also about nutritional security and sustainable livelihood on a global scale.



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Speaker 1



Mr. Neelkanth Mishra

Founder & CEO

Centre for Aquatic Livelihoods – Jaljeevika

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Mr. Mishra completed his Master's in Public Policy and Management from the University of York. He possessed extensive experience in program management and development, public policy analysis and advocacy, campaign design and promotion, and issue-based network and alliance building.

Highlights of the Session

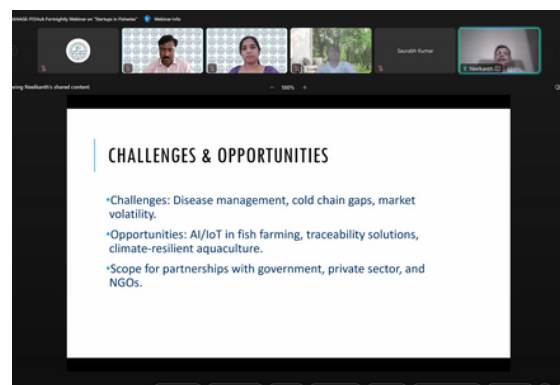
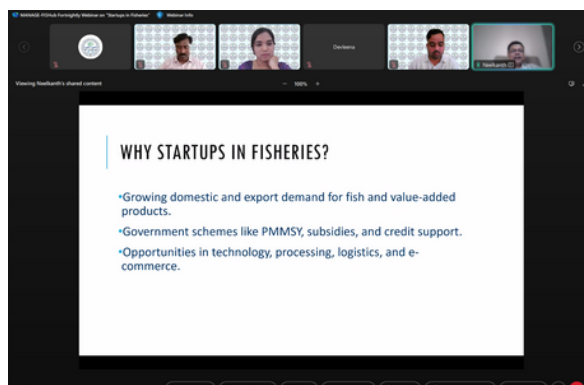
“The future of aquaculture lies in treating water as wealth and innovation as its driver.”

Mr. Neelkanth Mishra delivered the insightful session by discussing the vast potential within the fisheries and aquaculture sector and emphasizing the importance of viewing it through the lens of aquatic-based livelihoods.

He guided participants to identify several key areas where startups can focus:

- Seed supply chain
- Value-Added Processing and Packaging
- Cold chain and logistic solution
- Digital Platform
- Fishing Gear and Machinery

He also pinpointed the success story of women-led fishery FPOs in Andhra Pradesh that are involved in processing and supplying dry fish to retail units. He also suggested promoting climate-resilient aquaculture with new varieties that are less prone to disease and have stable market prices, and also emphasized the importance of partnering with government agencies to leverage opportunities beyond grants and subsidies.



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Speaker 2



Ms. Devleena Bhattacharjee,
Director

ClimaCrew Pvt Ltd.

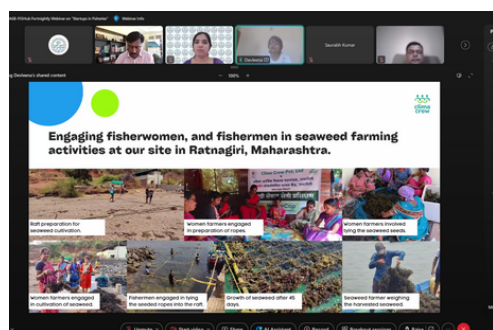
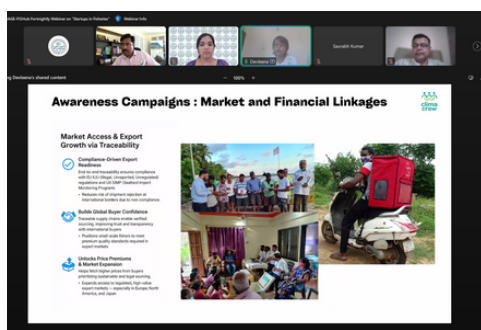
✉ info@climacrew.in

Ms. Devleena completed her Bachelor's in computer science from Bangalore University and a Master's in public policy from the Takshashila Institute. With over 15 years of experience as a data scientist across the United States, Europe, New Zealand, and India, she brings extensive expertise in applying technology to solve complex challenges.

Highlights of the Session

"The blue economy isn't just about the ocean, it's about empowering communities through innovation and impact."

- **Ms. Devleena** shared valuable insights by discussing the major problems in the marine sector, such as the climate crisis, lack of infrastructure, and limited technology adoption for weather prediction, environmental monitoring, and planning.
- Introduced the Numer8 Fish app, offering marine advisory services to help fishermen navigate sea routes, identify potential fishing zones, track catch, and ensure traceability for exporters.
- Shared her entrepreneurial journey in seaweed cultivation, showcasing its conversion into high-value products. plant growth regulators, food, feed, fibers, fertilizers, fuel, and pharma, creating alternative income for fishing communities
- Highlighted the alignment of the marine economy with multiple SDGs and mentioned that seaweed is highly effective in carbon sequestration, promoting a green economy.
- Ms. Devleena also emphasized the availability of grants for impactful startups in fisheries and advised entrepreneurs to define their theory of change and track measurable impact to access funding opportunities.



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The session concluded with a Q & A session where participants raised questions about aqua feed, pearl farming, traceability, aqua tourism and other related topics

1. Could you please shed light on the current trends in aqua feed production and management? Additionally, are there viable opportunities for farmers to outsource fish feed production and enhance its marketing for better profitability?

Aqua feed is an evergreen sector, and a startup can work with reputed feed companies to understand the economics and swap expensive fishmeal with novel ingredients like insect protein, algae, and agricultural byproducts.

Farmers can access feed from certified producers and improve profitability through branding, bulk marketing, and direct farmer-to-farmer sales networks.

2. Explain the pearl farming and its scope. Where can one get training for it in Maharashtra?

For pearl farming, the Central Institute for Freshwater Aquaculture (CIFA), where scientist provides training on pearl cultivation. As there are limited training centres in Maharashtra.

3. Can you shed some light on the cost associated with the traceability of the products and how it can be overcome?

Traceability in fishery startups involves costs for digital tools, data recording, and certification. These can be minimized through cooperative traceability platforms, government-supported schemes, and blockchain-based systems.

4. What is the present demand and market potential for aqua tourism in India?

In India, the demand for aqua tourism is emerging, driven by promoting fish farms, boating, and angling experiences in states like Andhra Pradesh, Kerala, and Goa. With proper infrastructure, safety, and community development, aqua tourism offers strong market potential for rural economic growth.

5. Can a group of farmers produce fish food formulation from the farm produce itself?

Yes, a group of farmers can produce their own fish feed using locally available farm products like oil cakes, maize, soyabean, pulses, and rice/ wheat bran. This process offers a cost-effective and sustainable alternative to expensive commercial feeds, though it requires careful management to ensure the feed is nutritionally balanced for the specific fish species.



6. For shrimp farming, specific seaweed species like *Enteromorpha prolifera* are highly effective in mitigating biotic stress and are rich in auxin derivatives. Where can this be obtained in pure powder form?

Enteromorpha prolifera powder can be sourced from certified marine biotechnology companies, seaweed processing units, or research-based suppliers in coastal regions like Tamil Nadu and Gujarat. Institutes such as CSIR- Central Salt and Marine Chemicals Research Institutes (CSMCRI) and private aquafeed additive manufacturers also provide pure or formulated seaweed powder for aquaculture applications.

7. As a fisheries graduate, what potential opportunities exist in urban small-scale fisheries, and what support systems or resources are available to help us establish and sustain them?

Fisheries graduates can explore urban small-scale startup opportunities such as ornamental fish culture, rooftop or bio-floc fish farming, aquarium maintenance, fish-based food processing, and online seafood delivery. Support is available through government financial schemes like PMMSY, National Startup Challenges, RKVY-RAFTAAR, and incubation from institutes like MANAGE and ICAR- ABIs, which offer training, seed funding, mentorship, and market linkage to sustain such ventures.

8. How can fishery startups get financial support or funding to set up cold storage to improve post-harvest management?

Fishery startups can access funding through government schemes such as

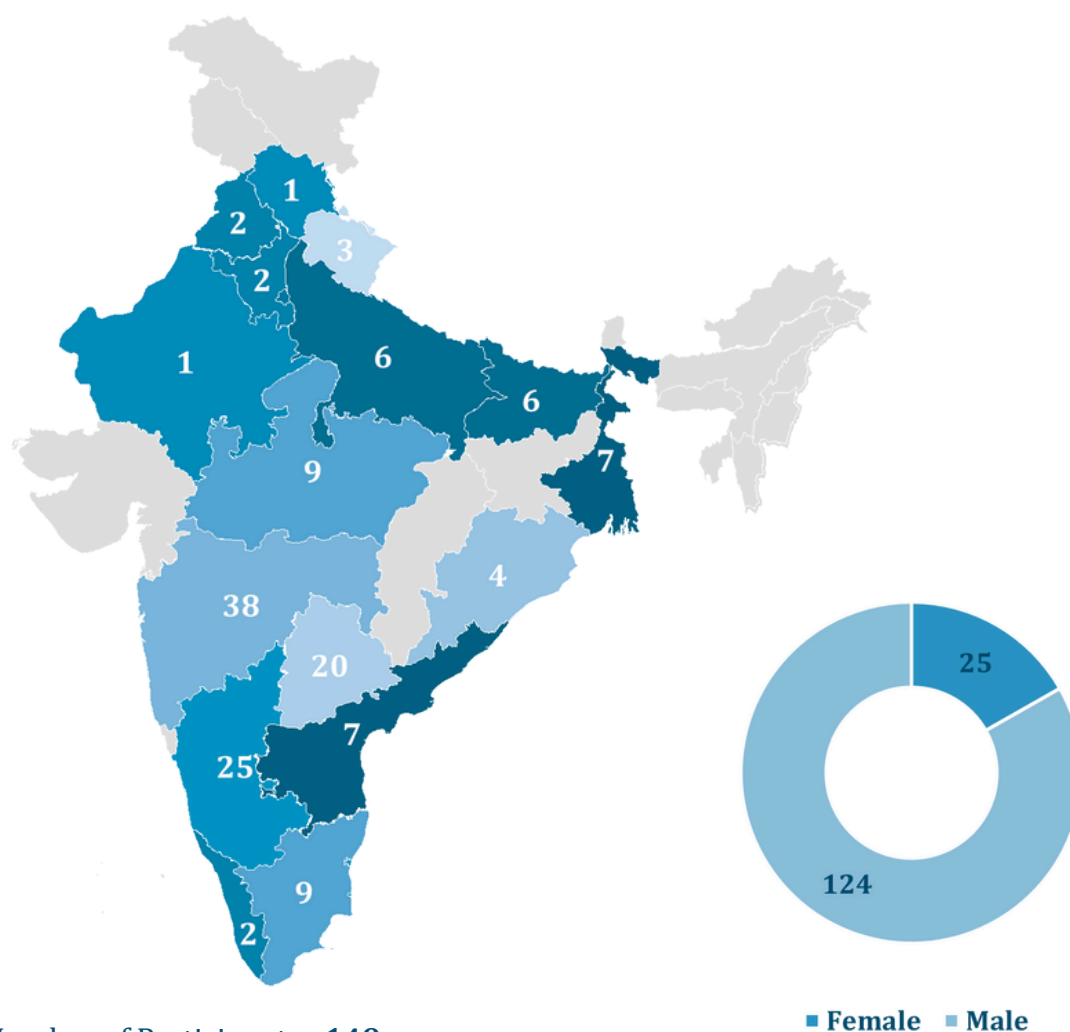
- a. **Pradhan Mantri Matsya Sampada Yojana (PMMSY):** Provides subsidies for cold storage and value-added infrastructure. Cold storage units of minimum 2-ton capacity are eligible for subsidies: 40 % for the General Category and 60% for SC (Scheduled Caste) and women beneficiaries.
- b. **Fisheries and Aquaculture Infrastructure Development Fund (FIDF):** Aims to create and strengthen fisheries infrastructure facilities, both in the marine and inland sectors.
- c. **Agriculture Infrastructure Funds (AIF):** This fund includes provisions for collateral-free term loans up to ₹2 Crore and an interest subvention of 3% on the term loan availed for creating post-harvest infrastructure, including cold storage.



Watch on Youtube: <https://www.youtube.com/live/4DVFkPBEEdM?si=Jf1XxQBmBaGqxDss>



Participants



Total Number of Participants: 149

■ Female ■ Male

Prepared by

Ms. Kalaivani A

MANAGE - FISHub Intern

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