



भारत सरकार
GOVERNMENT OF INDIA
मत्स्यपालन विभाग
Department of Fisheries



Fisheries Fortnightly Friday (F3)

Webinar No: 12

“Ornamental Fish Culture: Business & Startup Opportunities”



16-01-2026



11A.M - 12.00 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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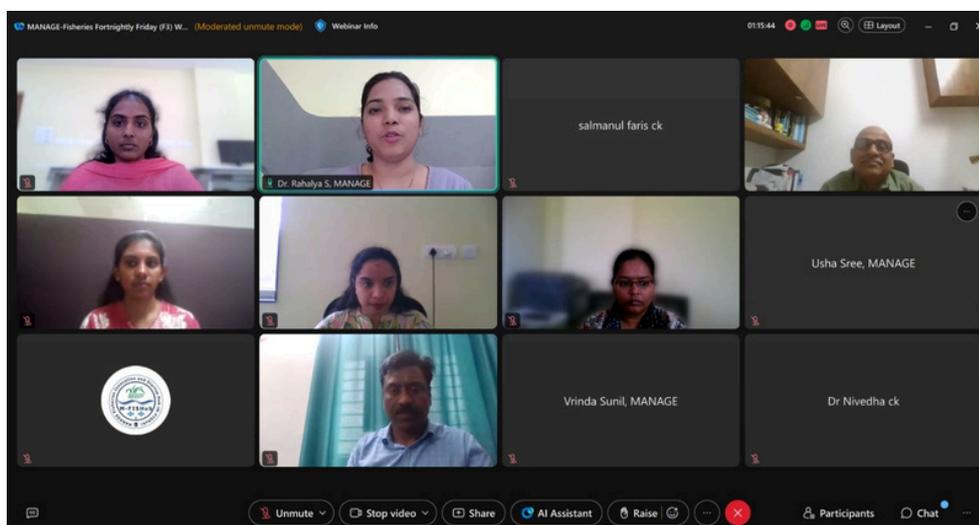
About the Webinar



The MANAGE-FISHub F3 Webinars, introduced in August 2025 by the MANAGE – Fisheries Innovation and Startup Hub (MANAGE- FISHub), Hyderabad, marks 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 twelve session of the MANAGE–FISHub Fortnightly Friday (F3) Webinar Series was formally inaugurated by Dr. Rahalya, Innovation Scaling Specialist, who welcomed the participants and opened the session on behalf of MANAGE-FISHub. In her address, she outlined the mandate of the MANAGE Fisheries Innovation and Startup Hub (MANAGE-FISHub) as a national-level incubation center supported by the Department of Fisheries, Ministry of Fisheries, Animal Husbandry and Dairying, Government of India, under the Pradhan Mantri Matsya Sampada Yojana (PMMSY). She highlighted the hub’s role in promoting technology-led entrepreneurship through incubation, mentoring, and capacity-building initiatives, and shared its achievements in conducting national programs with wide participation during 2025. She also emphasized the hub’s vision for 2026 to strengthen linkages among innovators, startups, academia, investors, and policymakers





Speaker 1



Dr. Atul Kumar Jain
Founder & Director
Ornamental Fisheries Training and Research Institute
 ✉ dr.chippagiri@gmail.com

Dr. Atul Kumar Jain is a renowned Aquatic Biologist with over 36 years of experience in aquaculture as a researcher, academician, trainer, and entrepreneur. He served as a Scientist at the Central Institute of Fisheries Education (CIFE), Mumbai, before establishing his own ornamental fish breeding and training centre. He is the founder of the Ornamental Fisheries Training and Research Institute (OFTRI), dedicated to promoting ornamental fisheries in India. He is widely recognized nationally and internationally for his contributions to freshwater ornamental fisheries development.

Highlights of the Session

- He emphasized ornamental fisheries as a high growth and livelihood oriented sector recognized at the national level policy, and dedicated to the fund allocation around Rs. 572 crores under Pradhan Mantri Matsya Sampada Yojana for ornamental fisheries.
- He presented strong market data showing rapid growth in domestic trade and future expansion potential and stressed decentralization of production to inland states such as Madhya Pradesh, Rajasthan, Uttarakhand and Haryana.
- He also emphasized that the establishment of public aquarium galleries was also identified as an underexplored opportunity in India.
- He explained wide-ranging business opportunities beyond fish breeding, including servicing, accessories, galleries and consultancy.
- Showcased OFTRI's role in training, research, entrepreneurship support and infrastructure development and he motivated youth, farmers and entrepreneurs to adopt ornamental fisheries as a viable and scalable enterprise





Speaker 2

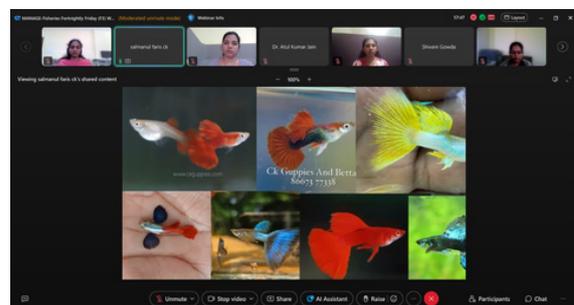
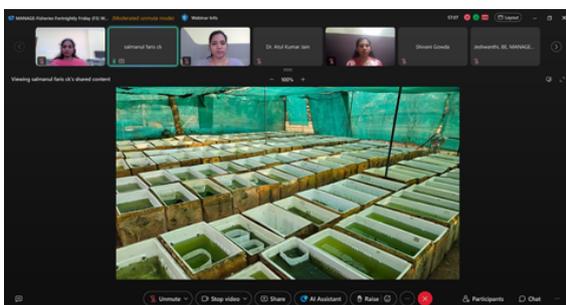


Mr. Salmanul Faris
Founder & CEO
CK Guppies and Bettas
 ✉ Ckguppiesandbettas@gmail.com

Mr. Salmanul Faris C.K. is a Mechanical Engineering graduate and a passionate ornamental fish entrepreneur from Malappuram, Kerala. Since 2019, he has been successfully managing CK Guppies and Bettas, a venture specializing in the breeding of high-quality guppy and betta fish. His enterprise is recognized for scientific breeding practices, consistent quality, and hands-on expertise. Through his work, he has actively contributed to promoting ornamental fisheries and inspiring youth entrepreneurship in the sector.

Highlights of the Session

- Mr. Salmanul Faris shared his experience and educational background.
- He discovered his passion for ornamental fish farming, particularly guppy farming and began with a small setup of 2-3 tanks.
- Over the years, his initiative expanded significantly. and now manages thousand of tanks dedicated to guppy farming and a 2 acre fish farming plot.
- He made it his full-time profession, focused on fish breeding and became a successful ornamental fish farm.
- He highlighted that farm specializes mainly in guppy fish with 60 plus different guppy varieties or strains breed on-site and supply network all over India.
- He explained that tank infrastructure, which includes cement tanks, a reused scrap fridge tanks, demonstrating cost-effective and innovative practices.
- He briefly introduced the classification of ornamental fishes, such as, a live bearers and egg layers and he focused on ornamental fish farming, emphasizing guppies among many ornamental species.
- He emphasized that understanding fish types and breeding methods is crucial for success in ornamental fish farming.





1. Which Species are used in Aquaponics?

In aquaponics, commonly used fish species include tilapia, common carp, catfish, koi carp, and goldfish due to their hardiness, fast growth, and tolerance to varying water conditions. In addition to fish, freshwater prawns are also sometimes used. The choice of species depends on factors such as water temperature, system design, market demand, and management practices.

2. Why are guppies preferred over other species? What advantages do guppies offer, and what other varieties can be bred?

Guppies are widely preferred in ornamental fish breeding because of their hardiness, adaptability, and ease of management. They can tolerate a wide range of water quality parameters and environmental conditions, making them suitable for both beginners and small-scale entrepreneurs. Guppies have a short breeding cycle and high reproductive rate, allowing continuous production and quicker returns with relatively low investment and maintenance costs. In addition, their wide variety of colours, patterns, and strains ensures consistent market demand at local, national, and export levels.

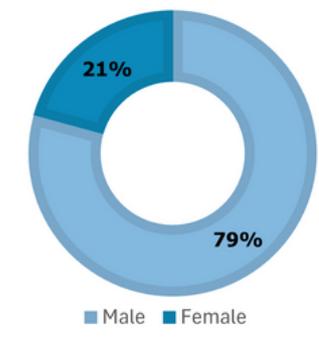
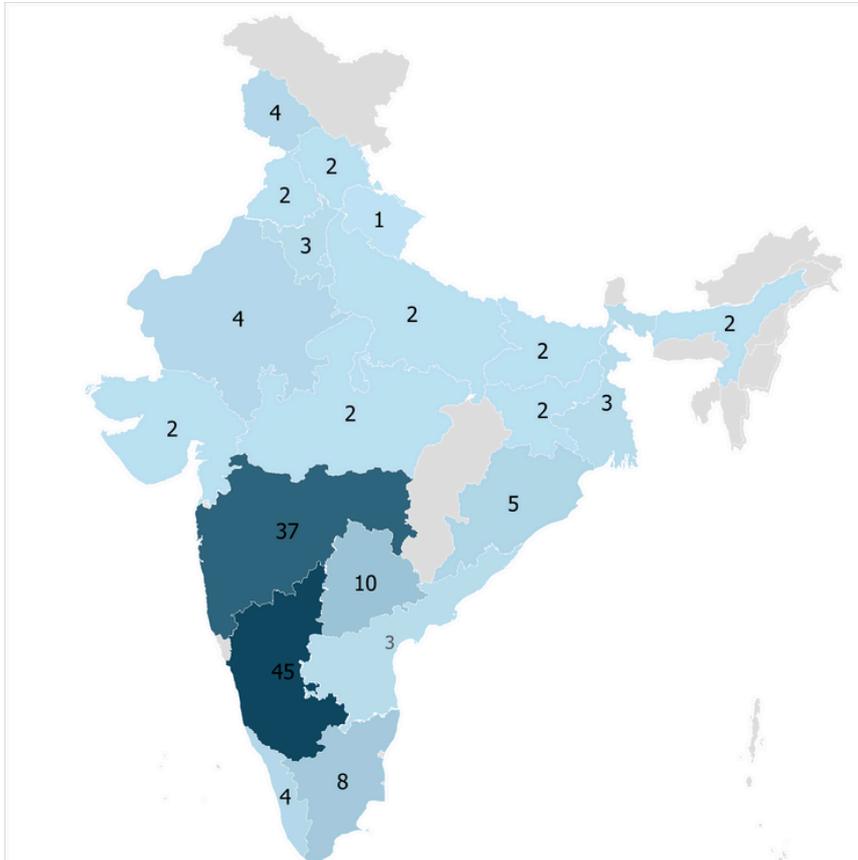
Compared to many other ornamental fish species, guppies require less space, simpler infrastructure, and minimal technical expertise, which reduces production risk. However, several other ornamental fish varieties can also be successfully bred, such as bettas, mollies, platies, swordtails, angelfish, goldfish, koi carp, tetras, and barbs.



Watch on YouTube: <https://www.youtube.com/watch?v=aqXfFBpE1S0>



Participants



Total Number of Participants: 107

Prepared by

Ms. Kalaivani. A

MANAGE - FISHub Intern

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