DEPARTMENT OF FISHERIES

Fisheries Fortnightly Friday (F3) Webinar No: 3

"Startups in Fisheries"

12-09-2025

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

TThe 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 third session of the MANAGE Fisheries Fortnightly Friday (F3) Webinar Series was held under the MANAGE Fisheries Innovation Startup Hub (Fish Hub), focusing on “Startups in Fisheries.”

The session commenced with a warm welcome address by Ms Sonam Chandrakar, Intern MANAGE-CIA, who introduced the objectives of the webinar and emphasised the importance of innovation-driven entrepreneurship in transforming India’s fisheries and aquaculture sector.

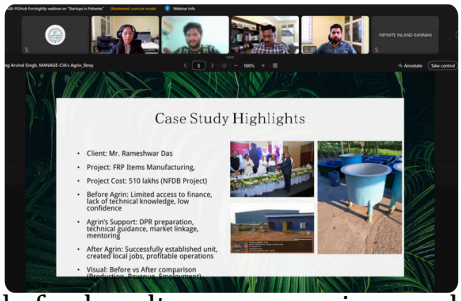
Speaker 1

Mr. Gopi Krishna,
Founder of Agrin Eco Farming Pvt. Ltd
gopikrishna.prabhas@gmail.com

Mr. Gopi Krishna, founder of Agrin Eco Farming Pvt. Ltd, an aquaculture professional and entrepreneur passionate about building sustainable fish farming systems, focused on promoting Recirculating Aquaculture System (RAS), biofloc fish culture, feed technology and aquaculture enterprise. He published various remarkable publications on fish nutrition, breeding, and climate change. The Swachhta Saarthi Fellowship and National Scholarship demonstrate his dedication to aquaculture innovation and sustainability.

Highlights of the Session

"Our main focus is on building a complete farm-to-folk ecosystem that eliminates middlemen, ensuring farmers and entrepreneurs receive the maximum benefit."



- Agrin Eco Farming Pvt. Ltd. is a leading enterprise empowering aquapreneurs across India, founded by researchers passionate about sustainability. It promotes responsible aquaculture by combining scientific expertise with business support.
- Agrin Eco follows a farm-to-fork model linking seed, feed, culture, processing, and marketing. This integrated system ensures efficiency, sustainability, and profitability.
- The company offers consultancy in project planning, implementation, and business mentoring and helps entrepreneurs to build viable and profitable aquaculture ventures.
- With over 30 DPRs and support to 100+ aquapreneurs, Agrin Eco drives fisheries entrepreneurship nationwide, and its work spans RAS, biofloc, and AI-based monitoring systems for sustainable aquaculture.
- The firm advances economic empowerment, women's participation, and youth skill development. Its cluster-based model builds networks that share resources and strengthen market access.
- By fostering innovation and community engagement, Agrin Eco transforms India's aquaculture sector, and through its success proves how knowledge-led enterprises drive growth and sustainability of the fisheries sector.

Speaker 2

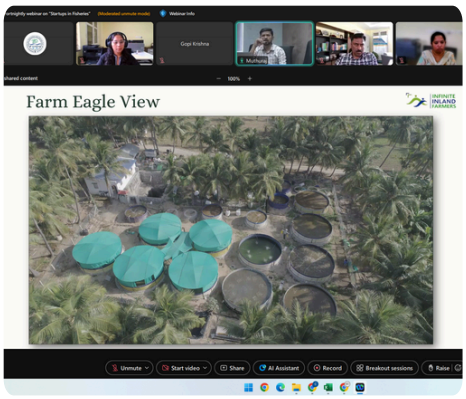
Mr. Muthuraj,
CEO, Livfresh- Infinite Inland Farmers Pvt Ltd
muthuraj@aedindia.com

Mr. Muthuraj, CEO of Infinite Inland Farmers Pvt Ltd, specialized in intensive fish farming particularly in Biofloc technology. Their startup was recognised as the "Best New Startup "by TANSEED in 2022 for their role in Agri Business and Modern Fish Farming. Their unique technology - Livfresh ensures zero waste in fish farming, and by utilising fish byproducts, fish excreta, and wastewater, they create liquid fertiliser. These sustainable practices sets them apart in the industry.

Highlights of the Session

"The company's approach ensures that farmers can diversify income, reduce environmental impact, and adopt advanced aquaculture technologies efficiently"

- Infinite Inland Farmers Pvt. Ltd. has been recognised for its innovative biofloc-based fish farming system, designed to maximise yield in minimal space while maintaining environmental sustainability.



- The company's operations demonstrate how low-density, high-efficiency systems can significantly outperform traditional pond culture, achieving up to seven to eight times higher yield per unit area with minimal risk.

- Infinite Inland Farmers' model centres on water quality management and nitrogen cycling, converting fish waste into feed or fertiliser for a zero-waste system.

- It integrates multiple revenue streams, including live fish sales and liquid fertiliser production, ensuring profitability and sustainable resource use.

- The company highlights the need for proper tank design, aeration, oxygenation, and biocontainment to reduce mortality and boost biofloc productivity.

- Aligned with government goals, Infinite Inland Farmers focuses on higher productivity, reduced post-harvest losses, and integrated farming.

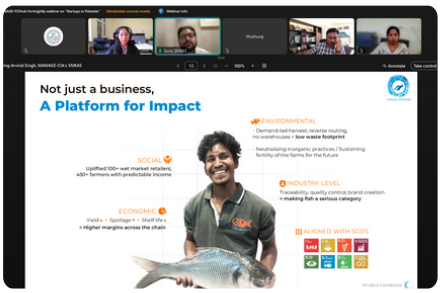
- Through its zero-waste model, it offers a scalable blueprint for sustainable aquaculture, combining technology, training, and full-cycle farmer support to strengthen India's fisheries sector.

Speaker 3

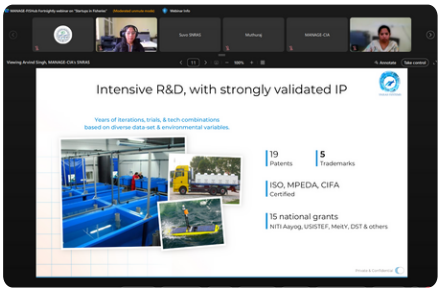
Mr. Suvo Sircar,
CEO, SNRAS System
snrassystems@gmail.com

An Electrical, Electronics, and Communications Engineering graduate from Netaji Subhash Engineering College (2006–2010), Mr. Suvo transitioned from business development and software engineering to become a pioneering aquapreneur and inventor. He developed BLUEBOX, a patented nano-Recirculatory Aquaculture System (RAS) that integrates IoT and AI to produce up to five tons of fish annually in just 500 sq. ft., achieving 30 times higher productivity and fourfold lower mortality than traditional systems. He has earned multiple national awards and led innovations in live fish logistics.

Highlights of the Session



- Mr. Suvo highlighted the vast size of the Indian fish market, noting that per capita fish consumption (8–9 kg) exceeds meat consumption, and consumers increasingly demand freshness, hygiene, traceability, and brand-backed assurance.



- He emphasised that in markets, a major source of fish suffers from unregulated practices, inconsistent quality, lack of SOPs, and poor traceability, making fish purchase unpredictable and the supply chain is volatile, with farmers and retailers both victims of systemic inefficiencies and culprits of quality compromise, resulting in an estimated 25% wastage.

- SNRS addresses these challenges through a full-stack, biology-first platform, operating nurseries, proprietary inputs, patented RAS systems, and hatcheries to improve yield and reduce mortality. Their just-in-time harvest model, live fish transportation over 1,000 km with <4% mortality, and multiple product formats drastically reduce waste and extend shelf life.

- They are increasing farmers' income 2–3x and wholesalers' income 1.5–1.8x, while shortening crop cycles by 28.5%.

- SNRS has uplifted over 450 farmers and 100 retailers, while their retail model remains the only profitable fish D2C category in India and has an intensive R&D, 19 patents, five trademarks, ISO MPEDA certification, and 15 national and international grants, underscoring its innovation and credibility.

1. What are the most common reasons for the failure of Biofloc enterprises?

The failure mostly arises from starting Biofloc farming without understanding the basics. Many people start Biofloc after watching online videos, without proper knowledge or guidance. It is recommended to consult the local fishery department before starting.

2. What is the scope for Murrel farming in Biofloc?

Murrel farming is easier than tilapia farming. It requires minimal aeration, proper dissolved oxygen, and regular water changes every 15–20 days in about 15,000 litres of water to ensure growth.

3. What is the scope of fisheries for a student with no funds to start a business?

Students can initially work as interns or aquaculture operators with fish farmers to gain experience. Once they acquire knowledge and profitability is assessed, they can source funds from friends and family to start their own venture.

4. Can a formal fish farming private limited company be registered under Startup India?

Yes, a formal fish farming private limited company can be registered under Startup India if it is incorporated as a private limited company or LLP recognized by DPIIT and focuses on innovation, scalability, or technology-driven solutions in the fisheries or aquaculture sector; such startups are eligible for benefits, grants, and seed funding under schemes like the Fisheries Startup Grand Challenge and Pradhan Mantri Matsya Sampada Yojana (PMMSY).

5. Is Vannamei culture profitable in Biofloc systems? What is the minimum ideal pond size and count?

Vannamei culture is advanced and requires proper scientific knowledge. Starters should first begin with tilapia or pangasius to learn water management. Vannamei farming is like managing a large aquarium, and intensive farming should be attempted only after gaining experience.

6. How can this business be replicated in India, especially with current export challenges to the USA and China?

The Vannamei shrimp farming model can be successfully replicated in India by diversifying export markets beyond the US and China, promoting domestic value addition through processed and ready-to-cook products, and adopting sustainable, tech-driven farming with localized hatcheries, biofloc systems, and traceability tools to meet global standards.

7. Can IoT or AI be integrated into fish farming?

Integration is possible but challenging due to unreliable sensors and the need for large, diverse datasets. AI effectiveness depends on extensive, high-quality data collection.

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

Session

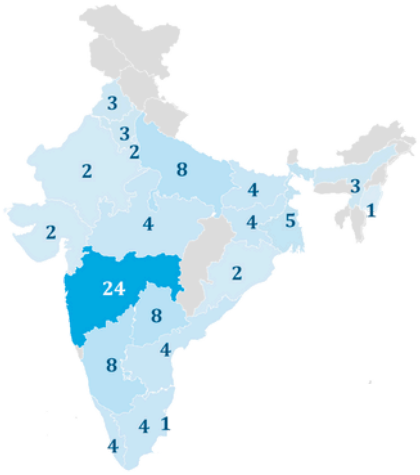
8. What is the cost of cultivating Sea Bass?

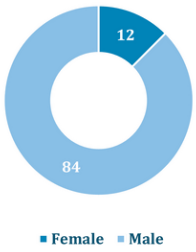
Traditional Sea Bass farming costs around ₹400 per kilogram, including seed, labor, and feed, with major costs coming from seed and feed.

9. What were the biggest challenges when starting out in this sector and what common mistakes do first-time founders make?

Challenges include resistance to change, difficulty in building a committed team, lack of funding, and figuring out viable business models. Mistakes are frequent and part of the learning process. Natural calamities present unpredictable risks, making this business riskier than other sectors. The biggest challenge is the adoption of knowledge by farmers; entrepreneurs often overlook critical aspects beyond stocking and feeding.

Participants





Total Number of Participants: **96**

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