



Fisheries Fortnightly Friday (F3)

Webinar No: 4

“Startups in Fisheries”



26-09-2025



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

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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.

Inaugural Session

- The fourth session of the MANAGE Fisheries Fortnightly Friday (F3) Webinar Series was held under the MANAGE Fisheries Innovation Startup Hub (MANAGE - FISHub), focusing on “Startups in Fisheries.”
- The session commenced with a warm welcome address by Ms Sonam Chandrakar, MANAGE-CIA Intern, who introduced the objectives of the webinar and emphasised the importance of innovation-driven entrepreneurship in transforming India’s fisheries and aquaculture sector.



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Speaker 1



Ms. Muripa

Founder

Marvels Fish Research and Solution LLP

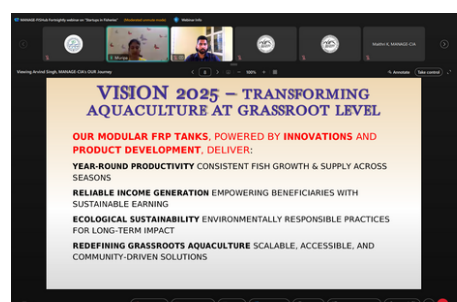
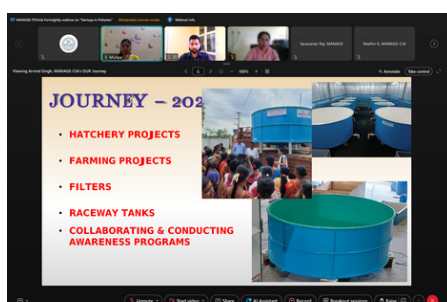
✉ marvelsfish@gmail.com

Ms Muripa, is a founder of Marvels Fish Research and Solutions LLP, is a woman-led company focusing on providing ground-breaking solutions in Live Fish Transport Tanks, Selling Tanks, and Seafood Kiosks. Their startup was established with the purpose of integrating technology and the market to empower fish farmers, traders, wholesalers and retailers.

Highlights of the Session

"We need to do everything which is tailored to our climatic condition"

- Marvels Fish Research and Solutions LLP, founded by Ms. Muripa in 2022, is a women-led aquaculture enterprise with a clear vision to transform aquaculture at the grassroots level, ensuring sustainable and reliable solutions for farmers and retailers.
- The startup began with the development of compact and cost-effective fish-holding tanks for retail shops, an idea born from two years of extensive field research on modern fish farming systems.
- Through continuous experimentation, fibre-reinforced plastic (FRP) was identified as the ideal material, leading to the successful launch of their first product.
- An open, feedback-driven approach enabled the company to expand its product portfolio to nursery tanks, grow-out tanks, waste tanks, and shrimp culture systems, meeting diverse industry needs.
- By 2025, Marvels Fish achieved a major milestone by introducing energy-efficient filtration systems, reducing power costs for farmers and replacing imported solutions with indigenous technology, while recognising the unorganised nature of India's fisheries sector as a key space for innovation.



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Speaker 2



Mr. Bhargav Kumar Bhagwati,
Proprietor
Pabhoi Fish Farm

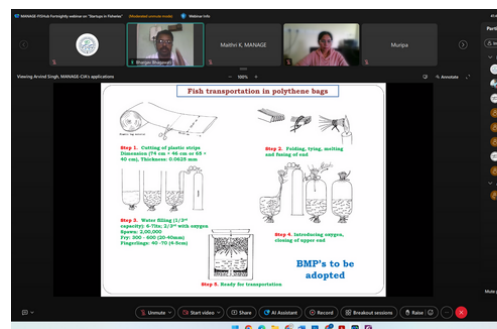
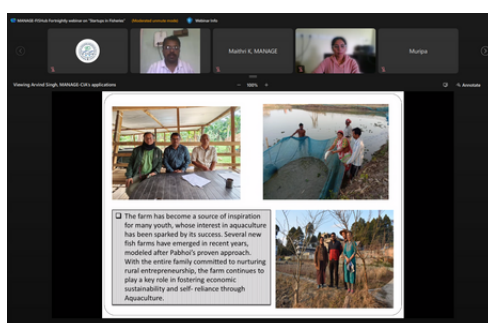
✉ bhagawati.bhargav@gmail.com

Mr. Bhargav Kumar Bhagawati, Proprietor of Pabhoi Fish Farm, is an aquapreneur known for advancing sustainable fish farming practices in Northeast India. As an MBA graduate, he moved out of his corporate career to develop one of the region's leading integrated fish farms, focusing on the breeding of indigenous species like Magur, Pabda, and Chital, and also providing training and technical support to local fish farmers. Under his leadership, Pabhoi Fish Farm has become a hub for quality fish seed production and farmer capacity building, earning him recognition as the Best Fish Farmer of Assam.

Highlights of the Session

"Sustainability in aquaculture begins with strengthening local systems and empowering farmers to lead the change."

- The startup was founded by Mr. Bhargav Bhagwati in 1996 in Assam is built on a strong family legacy of scientific fish farming, with a focus on advancing sustainable aquaculture in Northeast India.
- Their core activities include the cultivation and marketing of indigenous and exotic fish species, the production of high-quality fish seeds, and capacity-building programs for farmers.
- Spanning approximately 22 hectares, the farm has multiple ponds, hatcheries, and farmer training facilities, and is known for breeding over 11 fish species, including high-value varieties, along with recognised fish feed production in Assam and the Northeast.
- A community-centric model supports farmers through training, capacity building, and contract farming, where fish seeds are supplied, and the produce is bought back, ensuring mutual growth and economic stability.



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Session



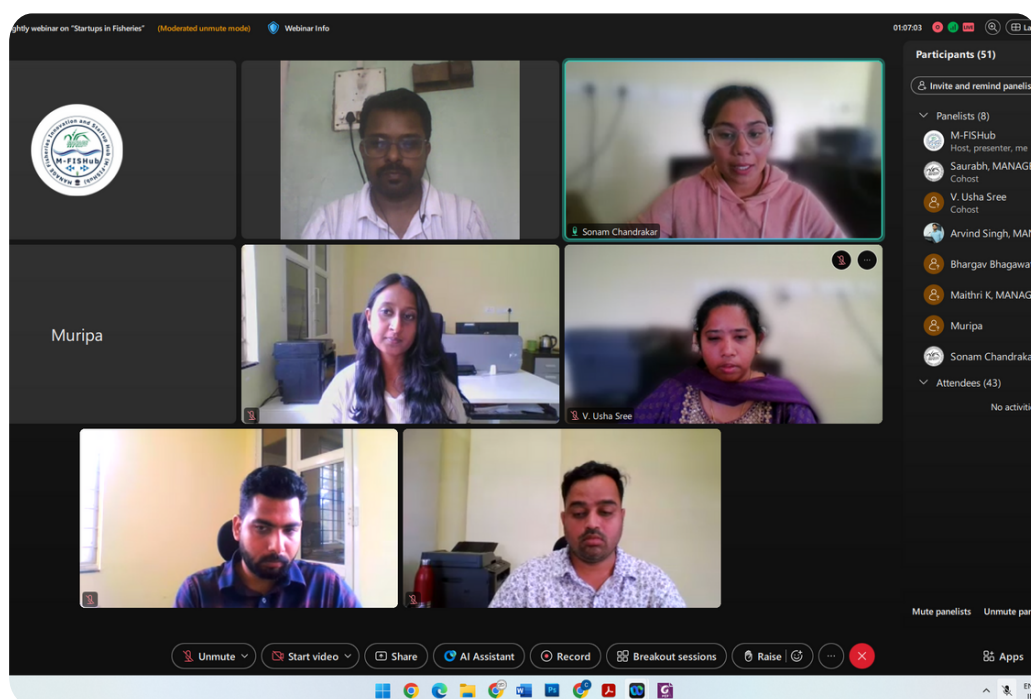
The webinar concludes with Q & A session, encouraging the participants to engage with the speakers and ask questions about aquaculture and entrepreneurship.

1. How can small and marginal farmers utilise government-promoted solar power and farm ponds to establish integrated and profitable fishery-based livelihood models in Maharashtra?

Farmers can use the solar pump for free energy, filling the pond to secure water year-round. They can culture fish for direct sales, and the fish culture water then acts as organic fertiliser to irrigate crops. This integrated system supports high-value crops like vegetables and poultry, significantly lowering input costs and building a resilient, multi-source income for the family.

2. What emerging, value-added fishery products, beyond traditional dry fish and pickles, offer profitable market opportunities for inland pond farmers?

Farmers must target urban demand by creating convenience foods like ready-to-eat fish cutlets, frozen fillets, and fish sausages. High-margin niches include producing nutraceuticals such as fish oil capsules and collagen for the health and cosmetic industries. This shift to processed, consumer-ready items yields significantly higher, year-round profits than traditional products.



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



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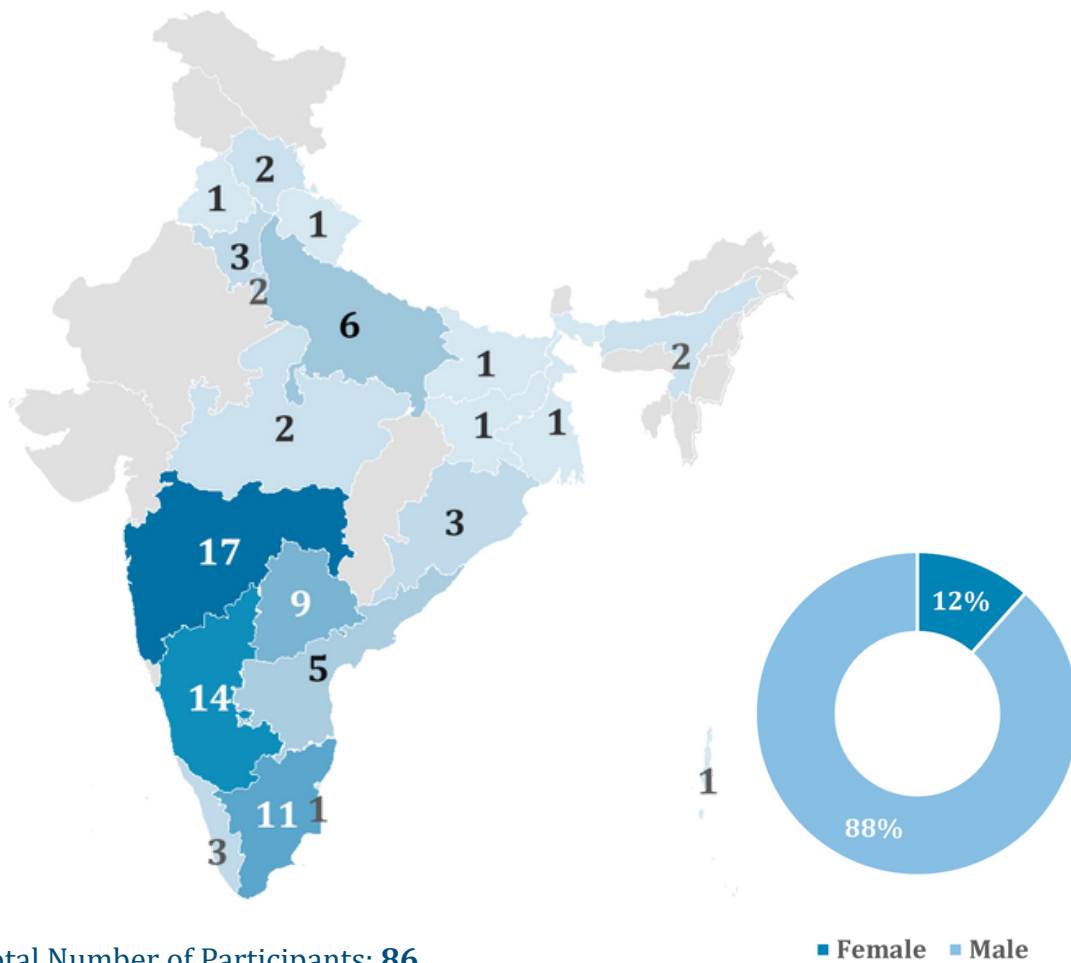


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Participants



Total Number of Participants: 86

■ Female ■ Male

Prepared by

Ms. Kalaivani A

MANAGE - FISHub Intern

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