



Fisheries Fortnightly Friday (F3)

Webinar No: 5

“Startups in Fisheries”



10-10-2025



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

The session commenced with a warm welcome address by Dr Rahalya, MANAGE Fellow, 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



Mr. Ravi Bibhutii,
CEO & Founder,
Mountstrie Agritech Pvt. Ltd.

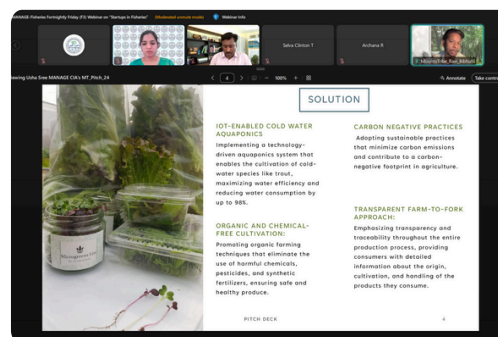
✉ contact@mountstrie.com

Mr. Ravi Bibhutii is the CEO and Founder of Mountstrie Agritech Pvt. Ltd., a pioneering enterprise redefining Himalayan agriculture through Smart Cold-Water Aquaponics, an IoT-enabled system. A postgraduate in Computer Applications and Social Anthropology from Doon University, specialising in the Internet of Things (IoT), he was inspired by rural migration from Uttarakhand's hills to design an innovative, community-driven farming model. His work addresses water scarcity, chemical pollution, and carbon footprints while generating livelihoods on barren lands. He has also mentored students from IIM Kashipur and IIT Mandi and has been recognized as a Joy Corps Ventures Fellow and Entrepreneur-in-Residence at IIT Roorkee. In 2024, he received the National Best Agri Award for his innovative contributions to sustainable agriculture

Highlights of the Session

"Innovation thrives when technology works with nature, not against it."

- The session showcased Mountstrie's aquaponics model in the Himalayas, integrating fish farming and soilless plant cultivation in a closed-loop, eco-friendly system
- Operating at 1,400+ meters, the model tackles water conservation, chemical-free food, rural migration, and carbon reduction through terrace-based, gravity-fed systems with minimal energy use, and the IoT-enabled monitoring tracks dissolved oxygen, temperature, and pH in real time, reducing losses.
- Though India contributes just 0.005% to the global trout market, Mountstrie supplies premium trout and leafy greens to hotels, restaurants, and cafés in Dehradun, Rishikesh, and Mussoorie, while also training rural youth.
- The company aims to scale production, partner with online groceries, promote agri-tourism, and launch India's first aquaponic café, where visitors can harvest greens and buy antibiotic-free fish directly from the tanks.



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Speaker 2



Mr. Sureesh
Founder and CEO,
ZOLYT Aquariums

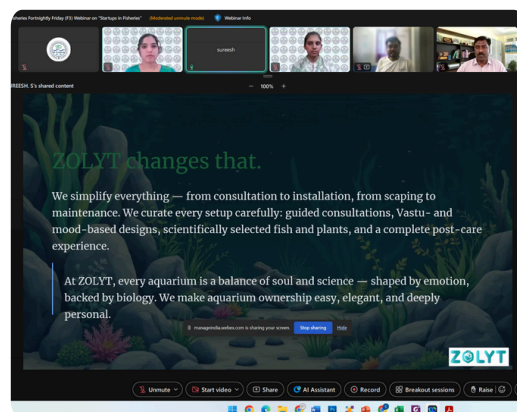
✉ sureeshssd@gmail.com

Mr. Sureesh, a postgraduate in Fisheries Science from the Central Institute of Fisheries Education (CIFE), Mumbai, is the Founder of ZOLYT Aquarium, India's first end-to-end, science-driven aquarium design platform. His mission is to make aquarium keeping accessible, aesthetic, and sustainable by merging art, science, and care.

Highlights of the Session

"Aquariums should be more than decor; they should inspire wellness, innovation, and sustainable living."

- India's aquarium industry is valued at ₹1,500 crore, growing 20% annually, yet remains largely unorganized.
- Despite its potential, only 1.25% of Indians own aquariums, and the market continues to rely heavily on imported accessories with limited quality assurance.
- ZOLYT aims to transform this space by redefining aquariums as lifestyle elements that enhance interiors and promote mental wellness. With a customer-first approach, the company provides complete solutions from design, installation, to maintenance, to address poor service, low awareness, and fragmented supply chains..
- Specializes in custom aquariums, Paludariums, Terrariums, and Vivariums; developing "Made in India" accessories to boost domestic manufacturing, and a breeding hub in Kolkata reduces fish import reliance from Malaysia and Thailand, promoting local sustainability.
- With this holistic approach, ZOLYT envisions becoming India's one-stop sustainable aquarium brand, integrating design, innovation, and service to make aquarium keeping effortless, aesthetic, and accessible for everyone.



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1. Is there any government scheme for fisheries startups?

Fishery startups can access funding through government schemes such as

1. **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.
2. **Fisheries and Aquaculture Infrastructure Development Fund (FIDF)**: Aims to create and strengthen fisheries infrastructure facilities, both in the marine and inland sectors.
3. **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.
4. **Startup India Seed Fund Scheme (SISFS)**: Fisheries startups recognized under the Startup India initiative can access seed funding for proof of concept, prototype creation, and commercialization through incubators.

2. What are the major challenges faced by fisheries startups?

Fisheries startups face major challenges such as high capital costs, limited access to finance, disease outbreaks, poor market linkages, regulatory hurdles, and inadequate cold-chain and processing infrastructure.

3. What are the main challenges faced in aquaponics?

Aquaponics systems face challenges in maintaining water quality balance, managing high setup and energy costs, ensuring technical expertise, and achieving economic viability at a commercial scale.

4. What are the most critical interventions needed to strengthen value chains in the agri and fishery sectors?

Strengthening value chains requires investments in post-harvest infrastructure, digital market access, producer training, tailored financing, and clear policy frameworks promoting quality standards and stakeholder collaboration.

5. What are the key areas in fisheries where startups can make a strong impact?

Startups can significantly impact fisheries through innovations in precision aquaculture, sustainable feed, digital traceability, post-harvest loss reduction, market linkages, value-added products, and fish health management.



6. What are the major market trends in the fisheries value chain today?

Key trends include digital traceability, sustainable seafood demand, e-commerce-driven supply chains, growing processed seafood markets, post-harvest efficiency, alternative proteins, and industry consolidation through partnerships

7. What are the current market trends and demand drivers for fish oil, focusing on key applications and major growth constraints?

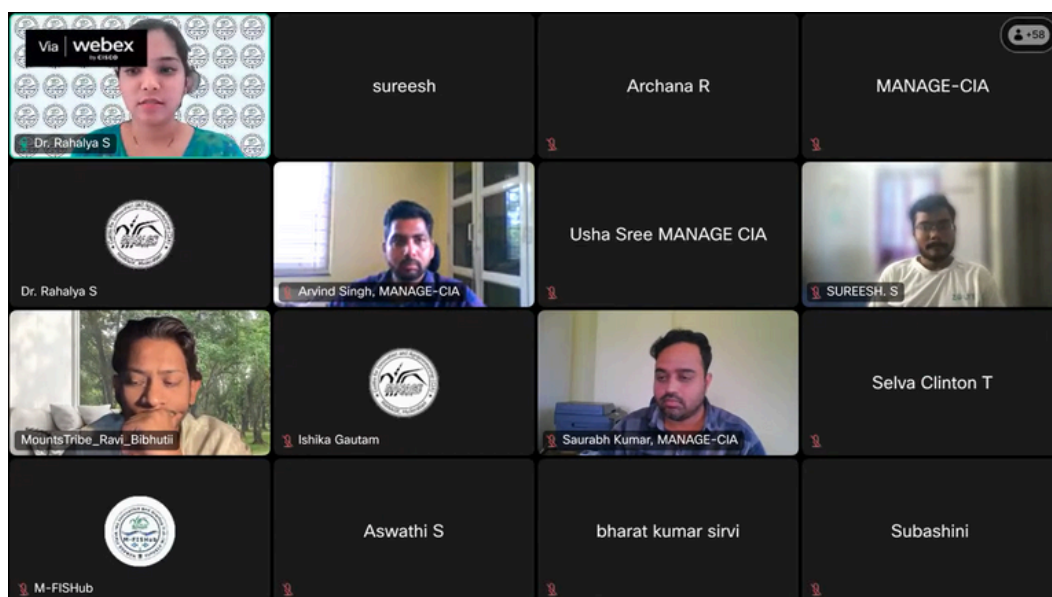
Fish oil demand is driven by aquaculture feed and health supplements rich in Omega-3s, while growth is constrained by sustainability issues, volatile supply, and the need for alternative sources like algal oil.

8. What innovations are emerging to reduce waste and pollution in aquaculture?

Innovations such as Recirculating Aquaculture Systems (RAS), Integrated Multi-Trophic Aquaculture (IMTA), biofloc systems, sustainable feed formulations, and AI-based precision monitoring are reducing waste and environmental impact.

9. What new ideas or technologies are emerging in fisheries?

Emerging fisheries technologies include precision fishing gear, eDNA and AI-based monitoring, blockchain-enabled traceability, and drone and satellite surveillance systems enhancing sustainability and transparency in the sector.



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



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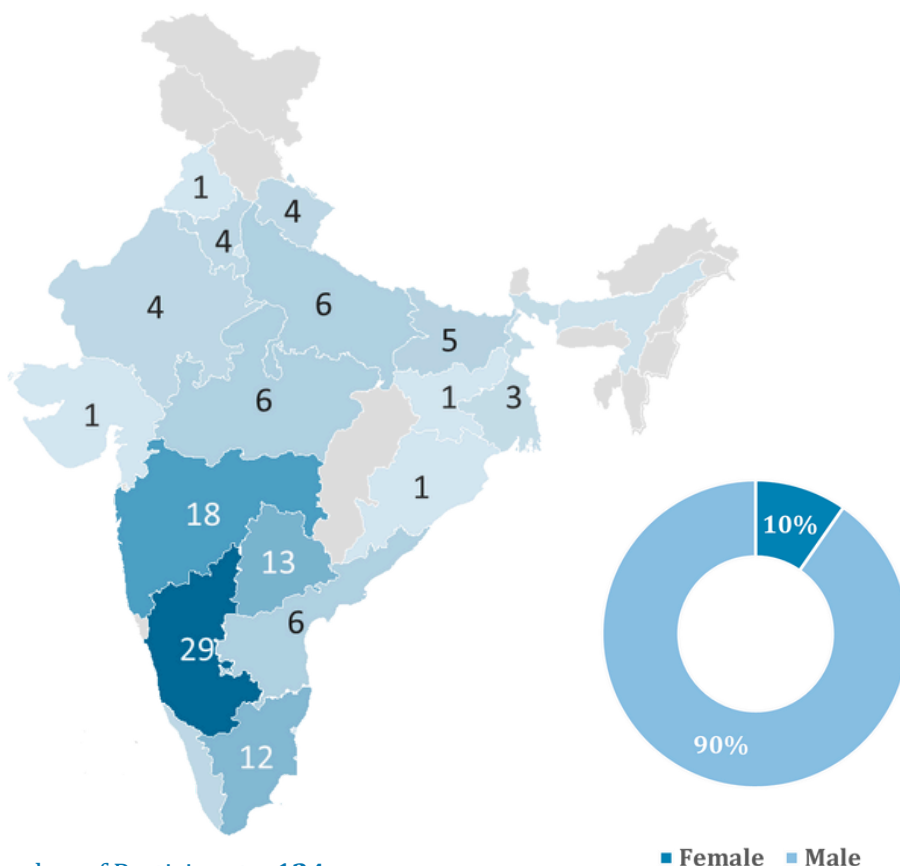


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Participants



Total Number of Participants: **124**

■ Female ■ Male

Prepared by
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MANAGE - FISHub Intern

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