



Fisheries Fortnightly Friday (F3) Webinar No: 6 *“Startups in Fisheries”*



24-10-2025



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 platform, 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 sixth session of the MANAGE Fisheries Fortnightly Friday (F3) Webinar 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.

The screenshot displays a webinar interface. At the top, a grid shows participants: Dr Rahalya S (multiple instances), MANAGE-CIA, Archana R, and M-FISHub. The central banner features logos for the Department of Fisheries, Government of India; PMMSY; and MANAGE Fisheries Innovation and Startup Hub (M-FISHub). The banner text reads: "MANAGE-FISHub Fisheries Fortnightly Friday (F3) Webinar No. 6", "Startups in Fisheries", "Friday 24th October, 2025 11.00 am to 12.00 nn", and "Registration Link: <https://www.manage.gov.in>". It also lists speakers: Mr. Tanmaye Seth, CEO of Aquagri Processing Pvt Ltd, and Mr. Vasakumar Nair, Founder and CEO of Vridhi Techno Farms Pvt Ltd. At the bottom, it identifies the host as the MANAGE Fisheries Innovation and Startup Hub (M-FISHub), a National Fisheries Incubation Centre supported by the Ministry of Fisheries, Animal Husbandry and Dairying, Govt. of India, and the National Institute of Agricultural Extension Management (MANAGE), an Autonomous Organisation of the Ministry of Agriculture & Farmers Welfare, Govt. of India, located in Rajendranagar, Hyderabad-500030, Telangana, India. Social media links for Facebook, LinkedIn, Instagram, and YouTube are provided at the bottom.



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Speaker 1



Mr. Tanmaye Seth
CEO
AquaAgri Processing Pvt. Ltd.

✉ info@aquagri.in

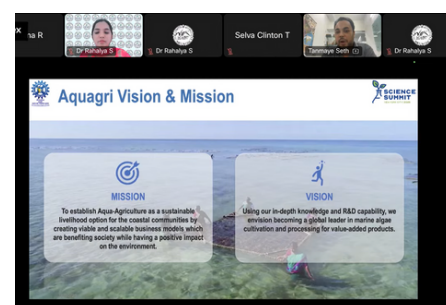
Mr. Tanmaye Seth is a distinguished leader in the agriculture and aquaculture sectors and currently serves as the CEO of AquaAgri Processing Pvt. Ltd. A postgraduate in Economics from the University of Nottingham, he combines strong analytical expertise with strategic vision and has played a pivotal role in driving the company's growth through innovation and sustainable seaweed-based solutions. A committed advocate for environmental stewardship, Mr. Seth focuses on developing eco-friendly approaches that minimize ecological impact. His visionary leadership and strategic foresight continue to drive progress and innovation in the agriculture and aquaculture industries

Highlights of the Session

"Seaweed cultivation neither requires land nor irrigation water, nor any fertilizer; instead it yields fertilizers, which will be used in land-based crops"

- Dr. A.P.J. Abdul Kalam

- AquaAgri Processing, founded in 2007, began as a CSR initiative and evolved into a private enterprise in strategic partnership with Council of Scientific and Industrial Research - Central Salt and Marine Chemicals Research Institute (CSIR-CSMCRI). The venture empowers coastal farmers to cultivate seaweed, driving large-scale value creation and transforming the seaweed sector in India
- With over 10,000 km of coastline and a skilled coastal population, India has immense potential to become a global leader in the seaweed industry by using its natural resources and skilled human capital.
- AquaAgri processes seaweed into biostimulants such as concentrated liquid extracts, powders, gels, and flakes, bridging the gap in organic input production and reducing dependency on chemical fertilizers by 25%.
- AquaAgri supports the livelihoods of over 2 lakh families, providing an average annual income of ₹2 lakh per family, while empowering women through self-help groups and improved access to finance
- Mr. Seth concluded by highlighting the vast entrepreneurial opportunities in the seaweed sector, including value-added products, nutraceuticals, biopolymers, and personal care underscoring its significant commercial and societal potential.



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Speaker 2



Mr. Vasukumar Nair
Founder and CEO
Vridhi Techno Farms Pvt. Ltd.

✉ nutrient@vtf.net.in

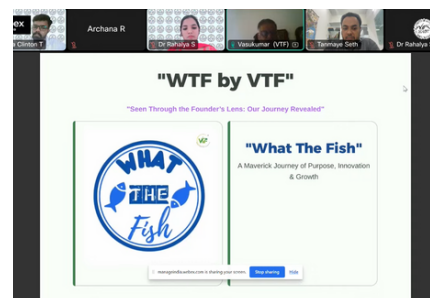
Mr. Vasukumar is a visionary social entrepreneur, business coach, and startup mentor with over 32 years of entrepreneurial experience, having co-founded five pioneering health-tech ventures focused on promoting safe and healthy food systems. In 2020, he founded Vridhi Techno Farms Pvt. Ltd, introducing India's first traceable, residue-free, and odour-free fisheries supply chain through its flagship initiative "WTF by VTF – What's The Fish?". His work strengthens consumer trust through traceability, cold-chain integrity, and chemical-free production.

Highlights of the Session

"What your food should be – Safe / Fresh?"

- Mr. Vasukumar Nair

- Vridhi Techno Farms is driven by a mission to build a resilient and innovative ecosystem, transforming how society perceives and consumes food, beginning with one of the most misunderstood superfoods: "Fish".
- The initiative aims to shift public perception of fish from being "smelly and unhygienic" to a clean, nutritious, and consumer-friendly superfood.
- Mr. Vasukumar highlighted that modern consumers increasingly value traceability, transparency, health consciousness, and trust in their food. To meet this demand, the company is developing a robust cold chain system to ensure product integrity and consumer confidence.
- The enterprise seeks to redefine the fisheries sector by creating an odourless, hygienic, and convenient supply chain through advanced cold chain infrastructure, stringent quality control, and direct-to-doorstep delivery.
- Vridhi Techno Farms' strategy focuses on a demand-first business model with a hyperlocal product-market fit, aligning local cultural preferences with market opportunities.
- Mr. Vasukumar envisions Vridhi Techno Farms not merely as a brand but as a movement to reshape food safety, nutrition, and consumer trust through a consumer-first approach.



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1. What is the success potential of cultivating Kappaphycus species in Andhra Pradesh using HDPE rafts? Will this method be economically viable?

Cultivation of Kappaphycus sp., using HDPE rafts in Andhra Pradesh, may not be economically viable due to the high cost of installation and maintenance. Such structures are also vulnerable to harsh climatic and water conditions, which can cause damage or wash them away. However, the initiative could be feasible with adequate support from the Department of Fisheries, which may help offset costs and provide technical guidance.

2. Can a micropropagation laboratory for seaweed be established in Andhra Pradesh, and what would be its success potential?

Setting up a micropropagation laboratory for seaweed in Andhra Pradesh may not be economically feasible in the initial stages due to the high establishment costs. I think it's best to consider such an investment only after the sector is well established and scaled up, ensuring better economic viability and long-term sustainability.

3. Why can Vridhi Techno Farms consider expanding its operations to Andhra Pradesh to collaborate and create opportunities for local women entrepreneurs?

Currently, Vridhi Techno Farms has achieved positive unit economics in Coimbatore and is focusing on expanding its team and attracting investors to scale its operations to other metro cities, such as Bengaluru and Chennai. Expansion to Andhra Pradesh is part of the future growth plan, and the company is open to collaborations that empower local women entrepreneurs when operations extend to the state.

4. In what form is seaweed-based biostimulant available, and what would be the approximate price for bulk procurement to include it in a fertilizer product?

Seaweed-based biostimulants are commercially available in liquid, granular, and powder forms. The price may vary depending on the form, processing, and scale of procurement, and can be obtained directly from suppliers for bulk purchase.

5. Can seaweed harvesting from the sea affect aquatic biodiversity? How can it be managed without harming organisms that depend on seaweed as a food source?

Yes, indiscriminate harvesting of seaweed can impact aquatic biodiversity by disrupting the food and habitat of dependent species. To minimize these effects, harvesting should be carried out sustainably, following a scientific harvesting calendar and best management practices to ensure ecosystem balance.



6. Can low-salinity seaweed species be integrated with freshwater fish culture, and could this offer a viable alternative for farmers currently engaged in farming restricted species like Thai Magur and Red Pacu?

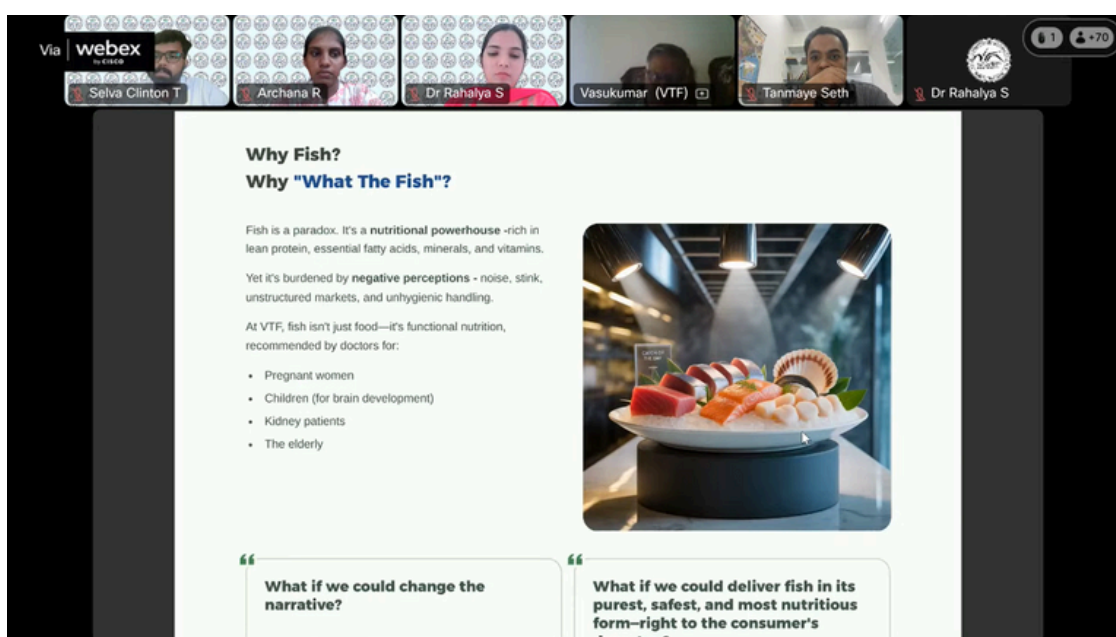
Integrating low-salinity seaweed species with freshwater fish culture is technically possible, but still in an experimental stage in India. Success depends on factors such as salinity tolerance, water quality management, and suitable species selection.

7. How can consumers be assured that the fish they purchase is truly safe, and is frozen fish a safer option compared to wet market fish?

Ensuring food safety begins with consumer awareness and transparent practices across the supply chain. As a startup, the responsibility lies in being the solution providers by building trust, collecting feedback, and back-integrating with farmers to ensure quality at the source. Frozen fish is generally safer and more nutritious due to better handling, processing, and preservation standards.

8. How can specific seaweed species be collected from the sea? Are there any new technologies or tools such as sensors or specialized gears used for this purpose?

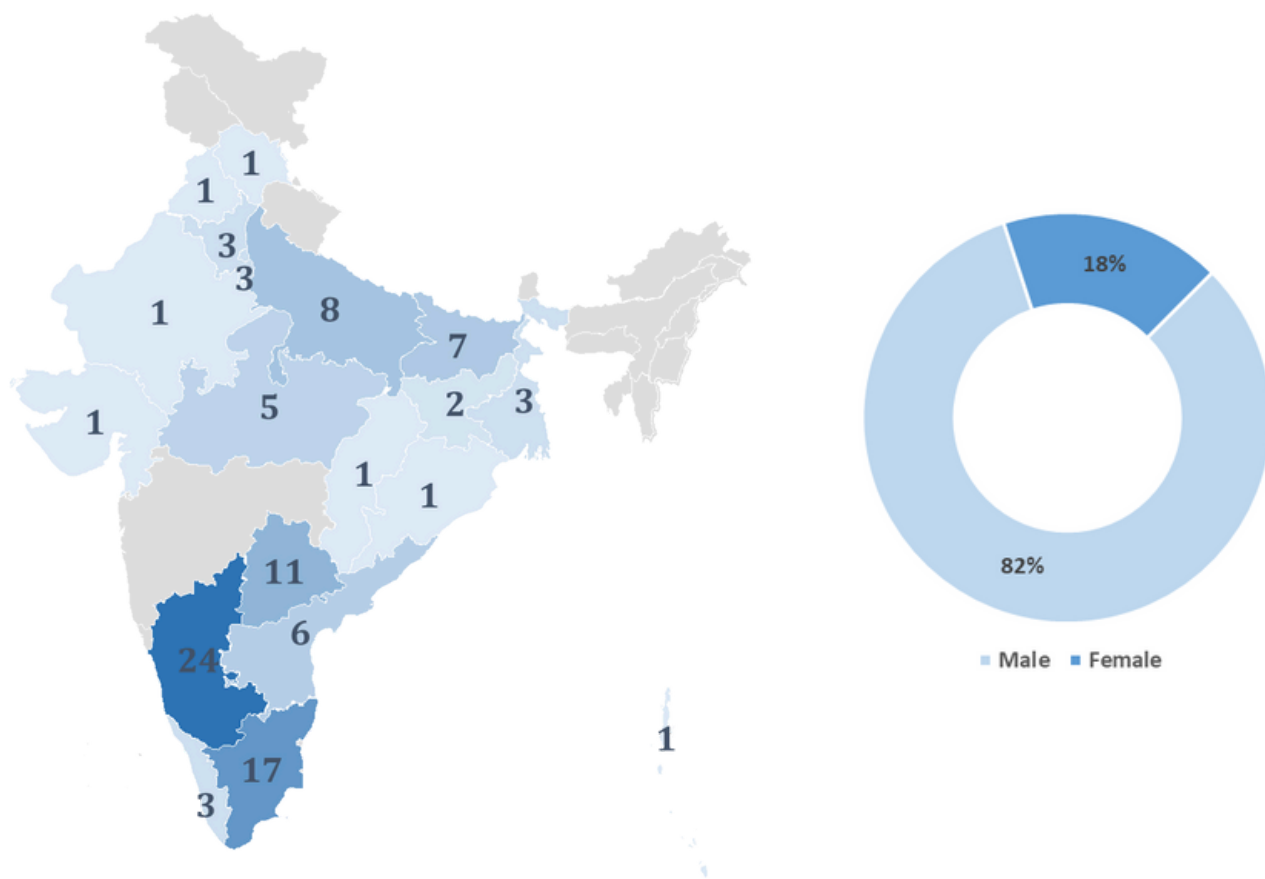
Identification of potential seaweed collection zones is increasingly supported by satellite data and mapping tools, which help locate suitable areas for targeted harvesting. This information, combined with inputs from the Fisheries department, allows for efficient planning. Once the potential zones are identified, manual surveys and ground validation are conducted to finalize the collection sites, ensuring precision and sustainability.



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



Participants



Total Number of Participants: 114

Prepared by

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MANAGE - FISHub Intern

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