



भारत सरकार
GOVERNMENT OF INDIA
मर्त्यपालन विभाग
Department of Fisheries



MANAGE

Aqua Eureka 2025

Ideas and Innovations to Transform Aquaculture



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)

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

MANAGE

Aqua Eureka 2025

Ideas and Innovations to Transform Aquaculture

CONTENTS

Introduction

MANAGE-FISHub

Overview of Aqua Eureka 2025

- Objectives of Aqua Eureka
- Focus area of Aqua Eureka
- Target participants
- Structure of the Program
- Call for Application and Promotional Activities
- Application Overview

Day -1

- Inaugural Session
- Session on Networking Activity
- Session on Business Plan Preparation & Effective Pitch Deck Preparation

Day - 2

- Session on Intellectual Property Rights for startups
- Session on Regulatory Compliance for Startups: GST and Beyond
- Field Visit – Marvels Fish Research and Solutions LLP

Day - 3

- Session on Interaction with Fishery News
- Session on Business Model Canvas
- Session on activity on preparation of individual Business model canvas

Day - 4

- Finale Round
- Valedictory sessions

Day – 5

- Field Visit – T-Hub
- Field Visit – NFDB

Annexure -I

- Program Schedule
- Aqua Eureka 2025 startup List

Introduction

Fisheries sector plays a significant role in India's economy, food security, and employment generation (Ahmed and Lorica 2002; Kumar et al. 2015). The sector provides livelihood to about 16 million fishers and fish farmers at the primary level. There are ample number of early-stage fisheries startup emerging in India focusing cage culture, ornamental fish setup, value chain, AI and IoT based solution, RAS, water quality management, aqua tourism, marketing, feed, health and nutraceutical products, seaweed production and cold chain technology. Small and early-stage fisheries startup ecosystem still facing the challenges such as market validation, high capital investment for infrastructure, equipment, and technology, regulatory challenges, lack of market clarity, regulatory compliance for registering startups. It reflects almost the startup need combination of support like mentoring, networking and funding to scale up idea and product.

Structured mentoring support will provide solution for solving the challenges faced by early-stage fisheries startups. Mentoring programs facilitate guidance for business plan, regulatory compliance, and source of funding, improved performance and productivity, improved skills, enhance their decision making, improved their networking, and increased idea generation.

MANAGE-FISHub

In this context, MANAGE – Fisheries Innovation and Startup Hub (MANAGE-FISHub)- is a national-level incubation and innovation hub hosted at the National Institute of Agricultural Extension Management (MANAGE). It was established at MANAGE in 2025 with the support of the Department of Fisheries (DoF), Ministry of Fisheries, Animal Husbandry and Dairying (MoFAHD), Government of India, to transform the fisheries and aquaculture sector through innovative technology, entrepreneurship, and ecosystem development.

MANAGE-Aqua Eureka 2025

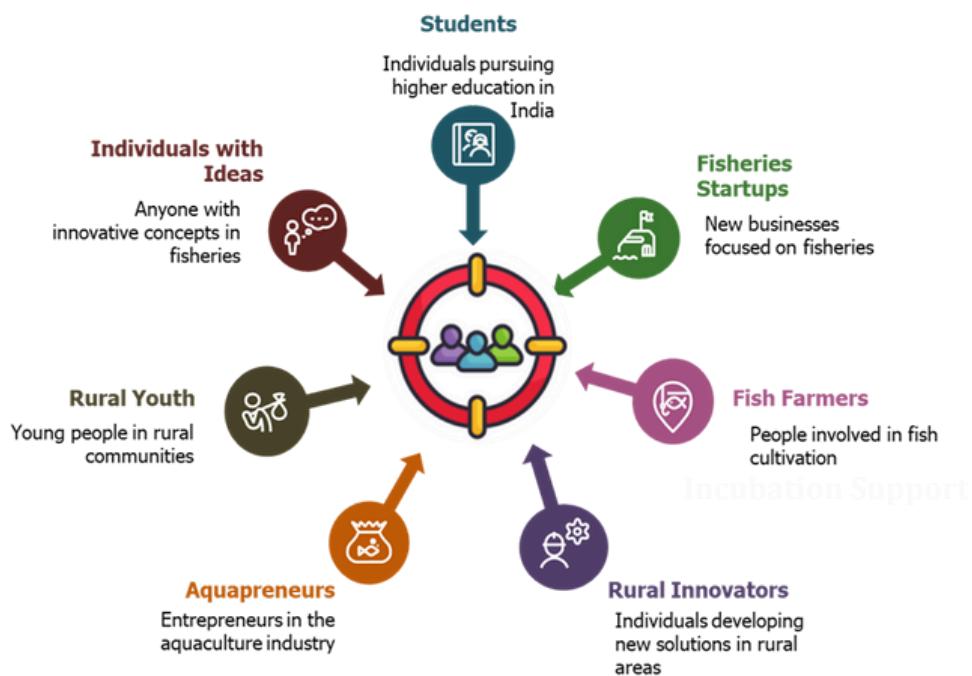
In alignment with this vision, MANAGE FISHub launched the first edition of Aqua Eureka 2025 on August 15, 2025, a national-level Aqua Innovation Challenge designed to spark innovation and aquapreneurship in the Fisheries and Aquaculture sector.

It serves as a dynamic stage for aspiring aquapreneurs, fisheries startups, rural youth and students to showcase ground-breaking ideas and transformative technologies that tackle real-world challenges in the industry. Participants are tasked with developing a detailed business plan that showcases both the market viability and long-term sustainability of their concepts.

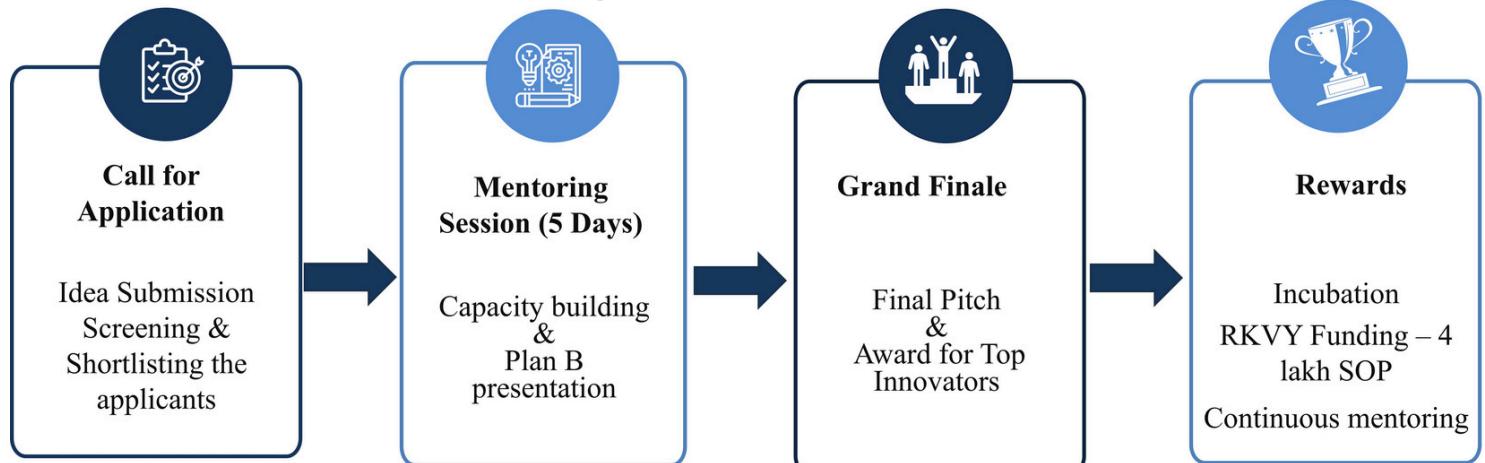
Objectives of the Aqua Eureka 2025

- To foster ground-breaking and hands-on solutions for the Aquaculture and Fisheries sectors.
- To inspire young minds to design sustainable and impactful fisheries startup ventures.
- To address regional aquafarming challenges with innovative thinking and smart technologies.

Target Participants



Program Structure



Promotional Activities for Aqua Eureka 2025

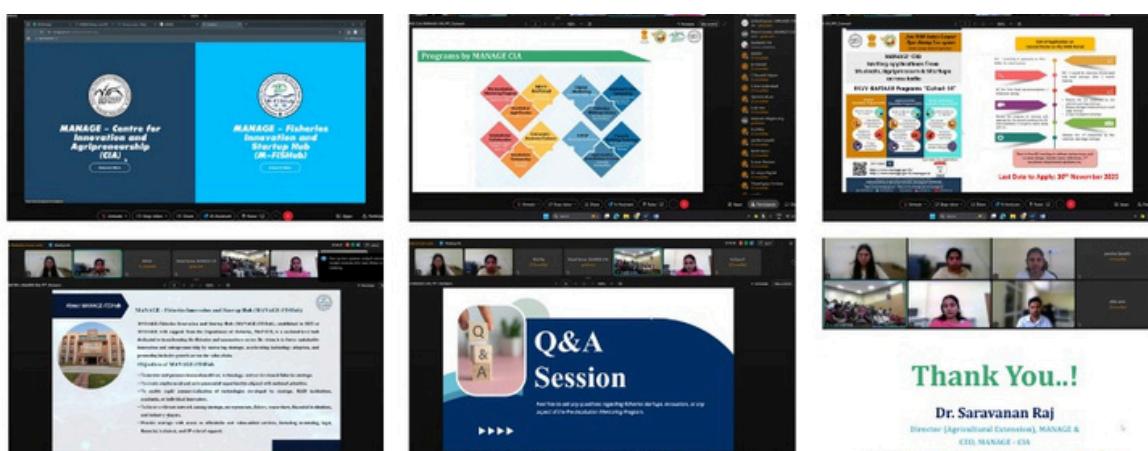
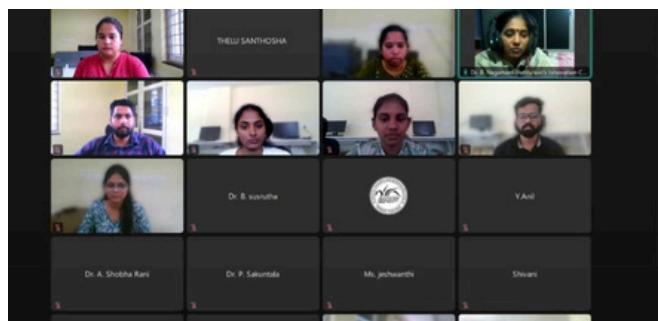
The Aqua Eureka 2025, organized by MANAGE-FISHub, application launched on August 15, 2025. Outreach activities were carried out to create awareness about the Aqua Eureka 2025 via MANAGE-FISHub social media platforms, newspaper (The Hindu), and collaborate with three universities such as Geethanjali College of Engineering and Technology, Telangana, and Gitam Universities, Vishakhapatnam.

NATIONAL INSTITUTE OF AGRICULTURAL EXTENSION MANAGEMENT (MANAGE)
(An Autonomous Organization of the Ministry of Agriculture & Farmers Welfare, Govt. of India)
Rajendranagar, Hyderabad - 500 030, Telangana, India.

MANAGE-Fisheries Innovation and Startup Hub (MANAGE-FISHub) invites students, rural youth, innovators, aspiring entrepreneurs and Startup founders to participate in the following national-level programs fostering innovation and entrepreneurship in the Fisheries sector: MANAGE Aqua-Eureka Program (National Innovation Challenge in Fisheries), Pre-Incubation Mentoring Program for Fishery Startups, MANAGE-FISHub Incubation Program, and Fisheries Fortnightly Friday (F3) Webinars.

For details and registration, please visit:
www.manage.gov.in/managefishub/RecentUpdates.aspx

Sd/-
DIRECTOR (Agricultural Extension)



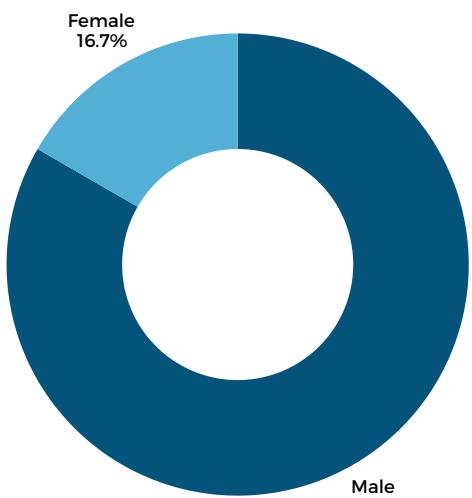
Application Overview

The application received with a total of **50 applications** submitted by aspiring aquapreneurs across from the country. Through the internal evaluation and screening, a total of **23 startups were shortlisted** for attending the five days mentoring program at MANAGE campus, Hyderabad. Upon shortlisted applicants, **12 startups** confirm their participation for mentoring program at MANAGE, Hyderabad during **15-19 December, 2025**.

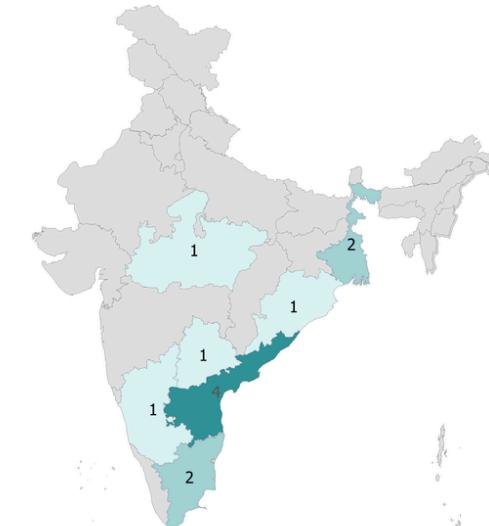
- Total Application Received: 50
- Shortlisted for Mentoring Program: 23 startup idea
- Confirmed startups to attend mentoring program: 12 startups

Upon 12 selected participants, 10 startups are male and 2 startups are female

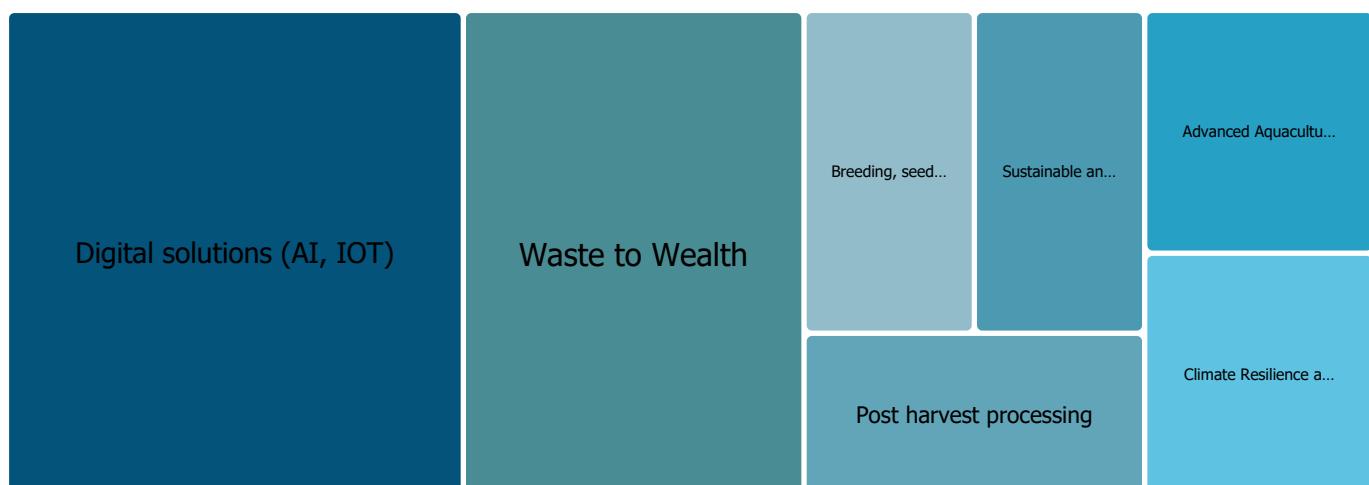
Gender Distribution



Selected Participants Distribution



Focus Area of the selected Participants Startups



Mentoring Session

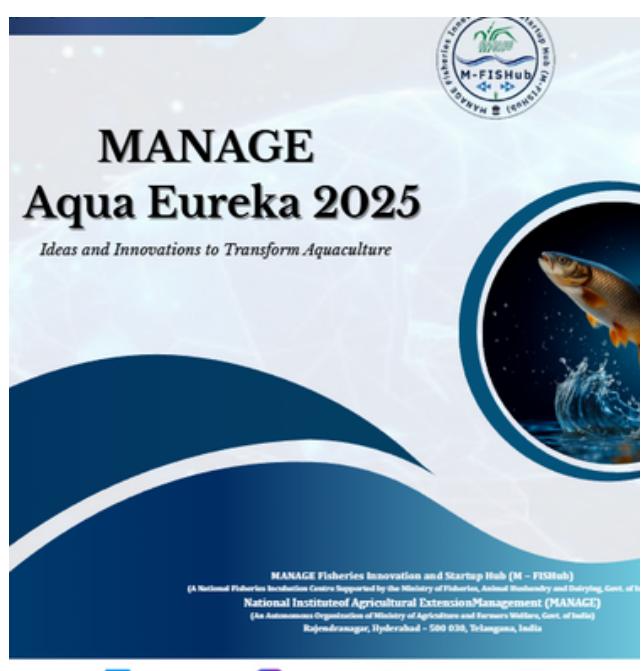
5- Day program consists of the following sessions:

- Mentoring Program Start: 15-19th December, 2025
- 16th December, Exposure visit to Marvels Fish Research Solutions
- 18th December, Finale Round
- 19th December, 2025: Exposure Visit to T-Hub & NFDB

The MANAGE Aqua-Eureka 2025 Mentoring Session, organized by the Fisheries Innovation & Startup Hub (MANAGE-FISHub) is being held from December 15 to 19th at the MANAGE campus, Hyderabad. This mentoring session is the core component of the Aqua-Eureka program, which serves as a national-level Agri Innovation and Business Plan competition to identify, support, and scale up high-potential aqua-startup ideas from across the country. The 5-day mentoring program will provide the selected participants with tailored knowledge and exposure essential for transitioning their concepts into viable startups.

The 5 day program consists of the following sessions:

- Networking Activity
- Business Plan Preparation & Effective Pitch Deck Preparation
- Intellectual Property Rights for startups
- Regulatory Compliance for Startups: GST and Beyond
- Interaction with Fishery News
- Business Model Canvas
- Session on activity on preparation of individual Business model canvas



DAY 1

15 December, 2025



The program begins with the welcome of participants of Aqua Eureka by Ms. Kalaivani. A, MANAGE- FISHHub Intern.

Inaugural Session



Dr. Saravanan Raj, Director, MANAGE & CEO, MANAGE-FISHHub, stated that this was the first Aqua-Eureka program initiated under MANAGE-FISHHub to strengthen entrepreneurship and innovation in the fisheries and aquaculture sector.

He overviewed the application status of Aqua Eureka program and explained the three broad categories of grant-in-aid support under the incubation program namely, student-oriented program (SOP), Agripreneurship Oriented Program (AOP) and Startup Agribusiness Incubation Program (SAIP) . He also emphasized the service provided by MANAGE-FISHHub including mentoring, networking and funding support to help participants scale up their idea and business.

In addition, with that he highlighted programs of MANAGE – FISHHub initiatives such as Aqua Reach, Stakeholder program, Pre- incubation mentoring program, Incubation program, Aqua eureka program, F3 webinar and the technology webinar series which collectively support the fisheries startups and their ecosystem. He reiterated that selected participants of Aqua Eureka would be supported through mentoring, networking, and funded under RKVY- RAFTAAR. He concluded by encouraging participants to actively engage in the program to refine their idea, strengthen business model and enhance market opportunity.

This was followed by participant introduction where teams introduced their idea and expressed their expectation from the mentoring program

Inaugural Address

Dr. Sagar Hanuman Singh, IPoS, Director General, MANAGE, expressed his appreciation for the vibrant young startups and entrepreneurs for actively participating in the program. He noted that the enthusiasm among the young startups is a strong indicator of India's positive transition towards innovation and self-reliance.



He emphasized the importance of fisheries sector, and highlighted that despite India having a vast coastline of nearly 2,700 km, a significant portion of the area remains unexplored. He explained that fisheries and aquaculture activities in India are largely fragmented, with nearly 80–85 percent of fishers and fish farmers being smallholders. These stakeholders often lack adequate support systems in marketing, value addition, scientific practices, and sustainable fishing methods.

He appreciated the innovative ideas presented by the participants and emphasized that the Aqua Eureka, provides a valuable platform for exchanging idea, knowledge, and direction to successfully take their entrepreneurial journey.



Session Topic: Networking Activity



Dr. Nivedha C.K.,
Innovative Research Fellow,
MANAGE-FISHHub Team

Session Objective:

The specific objectives of the networking session were to promote professional networking and enhance communication, collaboration and peer learning among Aqua Eureka participants

Duration of the Session: 80 minutes

Methodology

The session adopted participatory and experiential learning approaches. A combination of ice-breaking exercises, structured pair interactions, and group-based brainstorming activities was employed to ensure active participation and meaningful engagement of all participants

Activity 1: The Founder Hunt

This ice-breaking activity involved participants sharing their professional identity and startup details through a randomized interaction exercise. Participants actively engaged with multiple founders to identify the assigned individual, thereby initiating conversations and fostering a dynamic networking environment





Activity 2: Know Your Partner-Reverse Introduction Exercise

Participants were randomly paired and engaged in focused one-to-one discussions covering their professional background, startup journey, achievements, challenges, vision, and support needs. Each participant subsequently introduced their partner to the larger group, promoting attentive listening, articulation skills, and mutual respect.

Activity 3: Fisheries Challenges and Opportunities mapping

Participants were organized into four groups of five members each to identify the challenges faced by the fisheries sector, explore available opportunities, and outline the training needs for the next five days using chart papers.



Session Topic: Business Plan Preparation & Effective Pitch Deck Preparation



Mr. Amit Kale
Incubation Manager,
IILM University, Gurugram

Session Objective:

The session focused on guiding participants on how to effectively structure and present their startup ideas in a professional way.

Duration of the Session: 60 minutes

Methodology: Lecture cum Interactive Discussion

Key Highlights of the Session:

Mr. Amit Kale clearly explained key components of the pitch deck, including problem identification, proposed solution, value proposition, target customers, market opportunity, business model, revenue streams, competitive landscape, and scalability potential.



He also highlighted the importance of the logical flow of the presentation in a pitch deck, stressing that investors look for simple yet compelling narratives supported by relevant data. Participants were advised to avoid excessive technical writing in presentation during pitch deck. He provided practical insights on design aspects, such as slide structure, visual consistency, appropriate use of graphs and charts, and limiting text content per slide. He further discussed common mistakes observed in startup pitch decks and shared suggestions on how to improve storytelling, confidence, and presentation skills while pitching.

Session Topic: Intellectual Property Rights for startups



Mr. Ranjith Reddy,
Legal Consultant &
Co-Founder of Velocity Research

Session Objective:

The session aimed to build a foundational understanding of Intellectual Property (IP) in relevance to startups. The discussion emphasized how ideas, innovations and Business concepts though intangible hold significant economic and strategic value when legally protected. The objective is to ensure startups are compliant, scalable and prepared for investor due diligence.

Duration of the Session: 90 minutes

Methodology: Interactive lectures cum discussions

Key Highlights of the Session:

Mr. Ranjith explained about intellectual property noted that "any creation of the human mind that has economic value and can be legally protected". He emphasized that intellectual property is intangible and created through intellect and creativity.



The session highlighted why IP is crucial, especially for early-stage startups:

- During investor pitches and grant evaluations, IP protection increases credibility, trust, and company valuation.
- IP safeguards the uniqueness of a business idea and prevents imitation by competitors.

DAY 2

16 December, 2025



Mr. Ranjith explained the various forms of Intellectual Property such as patents, copyrights, trademarks, industrial designs, geographical indications and plant variety protections. Each form safeguards a specific type of innovation or creative output, and businesses may hold one or multiple forms of IP depending on their nature of operations.

Patents were discussed in detail as a significant form of intellectual property protection for technological innovations. A patent is granted based on the criteria such as novelty, inventive step and industrial application after due examination by the Indian Patent Office (IPO) and provides exclusive rights to the inventor for a period of 20 years.

The session highlighted that startups get patent under Section 3. Further, the session highlighted non-patentable inventions under the Indian Patents Act, including traditional knowledge, methods of agriculture or horticulture, and plants and animals, emphasizing the relevance of legal awareness before filing for protection.

The session elaborated on the importance of **trademark registration**, explaining the distinction between the Trademark symbol ™ for unregistered marks and the registered Trademark® symbol for registered ones. He clarified that trademark registration legally safeguards brand name and logos, helping entrepreneurs to take legal action against violation.

Mr. Ranjith Reddy explained **copyrights** as another vital form of Intellectual Property and explained that copyrights protect original literary, artistic and creative works. He highlighted that copyright ownership arises automatically upon creation but can be formally registered for stronger legal protection.

At final, He clarified the **Industrial Design**, that they protect the aesthetic and ornamental aspects of a product, such as shape, size, colour, and overall visual appeal. He explained that industrial design registration prevents competitors from copying the external appearance of products.

Key Learning

Patent - For Technology

Trademark - For logos and brand names

Copyright- For literacy, artistic and creative work

Industrial Design- For aesthetic and ornamental look of a product



Session Topic: Regulatory Compliance for Startups: GST and Beyond



Ms. Anuradha,
Ex-Commissioner,
GST & Other Regulatory Compliances

Mr. Srinivasulu Udatha
Assistant Commissioner · GST

Session Objective:

The objective of the session is to understand about GST, including structure, registration and compliance procedures.

Duration of the Session: 120 minutes

Methodology: Interactive lecture cum discussion

Key Highlights of the Session:

The Session is started with participants asked the question about GST. Totally, 31 doubted questions received from the participants in which 13 questions were answered by Mr. Srinivasulu. Those questions are

- What is GST?
- Why all tax let make 1 TAX?
- When to register for GST?
- How GST is useful for Business?
- What is the exception on GST?
- What is role of GST in Enterprise?
- Why different GST rate for Goods?
- What is meant CGST and SGST?
- What is the reason failure of GST Registration?
- What are the benefits of paying GST?
- What is B to B business? How it effects?
- Why GST is differ between two states?
- Why do agricultural commodities have varying 5% and 18% GST rates?



DAY 2

16 December, 2025



Mr. Srinivasulu emphasized that government require revenue to function and taxes are the primary source of this revenue. GST replaced multiple indirect taxes such as excise duty, sales tax, service tax, luxury tax, and entertainment tax, bringing them under a single unified tax system. He clearly explained the three components of GST:

Aspect	Central Goods and Service Tax (CGST)	State Goods and Service Tax (SGST)	Integrated Goods and Services Tax (IGST)
Collected by	Collected by the central government	Collected by the state government	Collected on inter-state transaction
Applicability	Levied on intra-state transaction	Levied on intra-state transaction	Levied on inter-state transaction

Intra-state sales - Selling goods within Telangana: Both CGST and SGST are charged. The total GST rate is split equally between the two (e.g., for 18% GST item, 9% is CGST and 9% is SGST).

Inter-state sales - Selling goods from Telangana to Maharashtra: Only IGST is charged. The IGST rate is the combined total of the CGST and SGST rates. The seller collects Rs. 18,000 as IGST from the buyer. The seller pays this amount to the central government. The central government transfer the state portion of the tax to Maharashtra, because the goods are consumed in Maharashtra.

Mr. Srinivasulu gave clear distinction between goods and services, the importance of classification was highlighted as it directly affects tax rates and compliance. He also explained the code classification to standardize taxation such as HSN (Harmonized System of Nomenclature) codes are used to classify goods for international trade and domestic taxation while SAC (Service Accounting Codes) are used for services.

DAY 2

16 December, 2025



The session highlighted the taxable and exempt supplies that

- not all goods and services are taxable
- essential items like fresh fruits, vegetables, milk, eggs, fish and basic agricultural products are exempt from taxes
- services such as education and healthcare are exempt from taxes.
- only value added product or processed goods are attracted for GST.

The session clearly explained the GST registration requirement depend on the nature of supply and the state where the business operates. He clearly explained GST registration threshold limits:

- Goods supplier- Registration mandatory if turnover exceeds Rs. 40 lakhs
- Services provider- Registration mandatory if turnover exceeds Rs. 20 lakhs
- Both goods and services – Threshold of Rs. 20 lakhs

One of the most important concepts explained was Input Tax Credit (ITC). It allows business to reduce their tax liability by the amount of tax already paid on their purchases to avoid tax-on-tax i.e. cascading tax. The startup should be careful while doing invoice, incorrect invoicing can lead to denial of input tax credit. He also touched upon compliance risks such as under-invoicing and the importance of proper documentation, while reassuring participants that GST, when understood and complied with correctly, is not a burden but a facilitative system for transparent and efficient business operations.

Field Visit: Marvels Fish Research and Solutions LLP

As part of the Aqua-Eureka 2025, MANAGE-FISHHub organized field visits to successful running startup, Marvels Fish Research and Solutions Pvt Ltd, Hyderabad.



Ms. Muripa Pendyala
Founder, Marvels Fish Research and Solution LLP

Objective of the Field Visit:

The primary purpose is to bridge the gap between theoretical knowledge and actual business practices by allowing participants to directly observe how startup operate in competitive ecosystem.

Key Highlight of the session

The visit to the Marvels Fish Research and Solution LLP, Hyderabad, the founder warmly welcomed all the participants and shared the overview of their startup. She explained the vision and background of their startup and emphasized that her startup is women- led startup, and integrated with the scientific research with the field level applications.



DAY 2

16 December, 2025



Ms. Muripa elaborated on the core area of operation of her startup, including research, product development and field level services to the aquaculture farmers. The visit also includes the live showcase of their products, such as rectangular tanks, circular tanks, and portable bioflocs and demonstrates the circular tanks working model, especially designed for shrimp farming, primarily used Fiberglass Reinforced Plastic (FRP). This demonstration helped the participants understand the practical usability of their product. The interaction session allowed the participants to ask questions related to the product development, their research on field level demonstration of their product in the fish farmers.



Overall, the field visits to provided participants with valuable practical insights into running a successful fisheries-based startups.

Session Topic: Interaction with Fishery News



Mr. Induvardhan Reddy
Founder & CEO, Fisheries News
Mr. Surya Teja-
Co-Founder, Fisheries News

Session Objective:

To network and collaborate with participants to share the insights and experiences related to fisheries startups

Duration of the Session: 70 minutes

Key Highlight of the Session:

An interactive session was conducted by Mr. Induvardhan Reddy, and engaged with Aqua Eureka 2025 participants. The session focused on networking and understanding participants startup idea, where he encouraged them to share their concept, and their startup innovations.

Through open interaction and discussion, participants received insights about each other among participants of Aqua Eureka 2025.

The interaction emphasized the importance of mentorship will enable idea stage startups to transforms their idea into viable startup ventures



Session Topic: Business Model Canvas



Session Lead

Ms. V. Usha Sree
Manager, RKVY RAFTAAR

Session Objective:

The session aimed to familiarize the concept of the business model canvas to understand the nine key components of the canvas and apply their business concepts. The aim of the session participants is strong on their foundational knowledge on business model canvas

Duration of the Session: 90 minutes

Methodology: Interactive lectures cum discussions

Key Highlights of the Session:

Ms. Usha Sree delivered an insightful session on the Business Model Canvas (BMC), aimed at strengthening participants understanding of how to structure and evaluate startup business ideas systematically. She explained that Business Model Canvas is a management tool to analyze their business models on a single framework.



DAY 3

17 December, 2025



During the discussion, Ms. Usha Sree elaborated on the nine building blocks of the Business Model Canvas, namely customer segments, value propositions, channels, customer relationships, revenue streams, key resources, key activities, key partnerships, and cost structure. Each component was explained with practical insights and illustrations.

- 1. Customer segments** - Target group of people which startup aims to serve. Startup clearly identify the actual end users rather than the intermediaries.
- 2. Value Proposition** - Explain the unique benefit of solution offer to startup i.e., why should customers choose their product over other product in the market?
- 3. Channels** - Describe how a startup product delivers to the customer, i.e. direct sales, distributors, digital platforms or partnership to reach customer.
- 4. Customer relationships** – Continuously engaged through feedback after sales to make trust building for customer retention and repeat purchase
- 5. Revenue streams** – Describe how startup earns money from target customer segment. Startup should explore multiple revenue sources such as direct sales, subscription, licensing or any other mean.



DAY 3

17 December, 2025



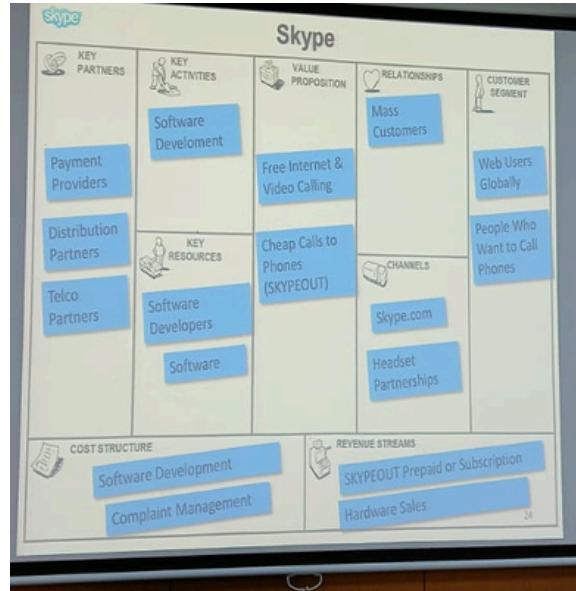
6. Key resources – Most important assets required for the startup such as human resources, technology, raw material, infrastructure and time most essential for early-stage startups.

7. Key activities – Startups must perform to increase the value preposition. Proper planning and timely execution to ensure the startup growth.

8. Key partnerships – Network of suppliers, partners and stakeholders to support the startup to executing its business model. Partnership is crucial to reduce the operational cost such as suppliers, contract manufacturers, distributors, financial institution and incubators. She explained how delays or quality issues from any critical partner can directly affect business sustainability.

9. Cost structure – Need to account all direct and indirect cost such as manufacturing advances, logistics, credit cycle, loan interest, opportunity cost of personal funds and operational overheads.

Overall, the sessions offered the comprehensive understanding of Business Model Canvas as a one- page tool for planning, evaluating and presenting startup business models effectively.



Session Topic: Activity on preparation of individual Business model canvas



Ms. V. Usha Sree
Manager, RKVY RAFTAAR

Session Objective:

The session aimed to enable participants independently develop their startup ideas using the business model canvas through hands on experience

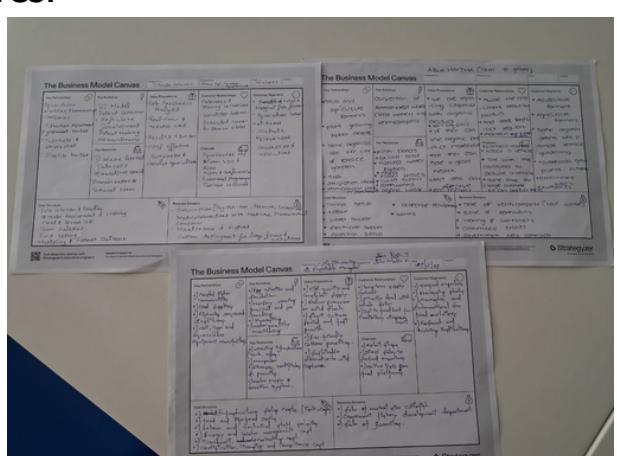
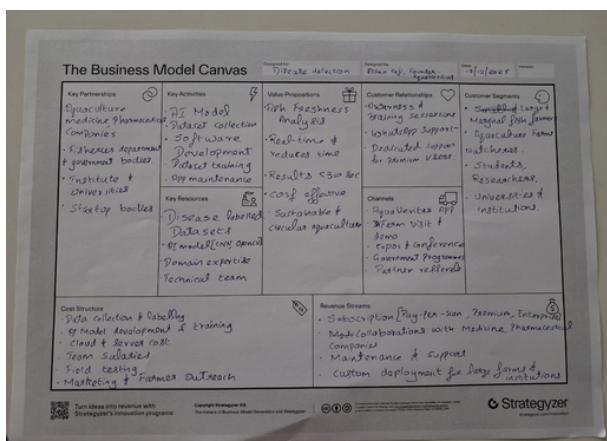
Duration of the Session: 70 Minutes

Methodology: Hands on practical experience and learning by doing

Key Highlights of the Session:

The afternoon session was conducted as a continuation of the Business Model Canvas (BMC) exercise to strengthen participants' understanding through a practical, hands-on activity. Each participant was provided with a structured Business Model Canvas sheet and was instructed to individually map their startup idea across the nine building blocks of the BMC. This activity enabled participants to translate theoretical concepts discussed earlier into a structured business framework specific to their own startup venture.

Participants actively engaged in filling out the BMC sheet by analyzing their startup assumptions, identifying their real customers, defining unique value propositions, and outlining realistic revenue and cost structures.



DAY 4
18 December, 2025



Finale Round



Committee members:

- 1. Dr. Saravanan Raj**, Director (Agril. Extn) & CEO – MANAGE FISHHub
- 2. Mr. Aynampudi Subba Rao**, Chairman and President, Indian Innovation Association
- 3. Dr. Kanchi, Bhargavi**, Senior Executive, NFDB

On finale round, 12 startup teams presented their idea in front of the committee members. Each team delivered a structured presentation covering key aspects of their startups such as problem, proposed solution, innovation, technology involved, business model, revenue model and investment of their startup.

The committee members assessed the startup presentation based on their innovation and potential problem solved by their startup idea in fisheries sectors.

Out of **12 teams**, the committee members declared three winners and recommended **10 startups** for mentoring under MANAGE-FISHHub Incubation-Cohort 1.

DAY 4
18 December, 2025



Valedictory



The valedictory of Aqua Eureka 2025 was held on December 18, 2025, and commenced with a vote of thanks given by Ms. Kalaivani. A



Participants were shared the experience, key learnings, highlights of the sessions of 5 days program of Aqua Eureka 2025.



This was followed by the valedictory facilitation by Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE and CEO, MANAGE-FISHub. He underlined that mentoring and networking support would be extended not only to the winners but also to all Aqua Eureka participants. He also mentioned that he had reviewed the feedback received from the participants and

expressed his appreciation for the positive responses. He concluded by encouraging all participants to strive for success in their startup ventures.

The session concluded with the distribution of certificates to all participants by Dr. Saravanan Raj Director (Agricultural Extension), MANAGE and CEO, MANAGE-FISHub in recognition of their active participation and successful completion of the Aqua Eureka program. This was followed by the announcement of the three winning startup teams of Aqua Eureka, selected based on their innovation potential, feasibility of the business model, and overall problem solved by their startup.



Aqua Eureka 2025 Winners



AQUAGRO

Ms. Gayatri Batchala- Founder

Ms. Pathapatnam Kalyani - Co-Founder

Her startup aims to develop an AI and IoT-based bird detection and deterrent system for aquaculture farms. It uses electromagnetic sensing and smart bio-acoustic technology to detect and safely deter birds without harm.

1st Runner Up



Winner



AquaVertis

Mr. Eldho Saji

AquaVertis is AI-powered software that detects fish diseases from images in real time. Analyzes clinical symptoms in uploaded fish images and identifies likely disease. Provides instant preventive and management recommendations.

2nd Runner Up



MANAGE FISHHub



MANAGE-FISHHub



managefishhub



MANAGE FISHHub



MANAGE-FISHHub

Field Visit: T-HUB

As part of the Aqua-Eureka 2025, MANAGE-FISHub organized field visits on the fifth day to T-Hub and NFDB.



Oindrilla Roy
T-Hub

Objective of the Field Visit:

The aim of the session to provide the participants with clear understanding of how startup incubation works, provide awareness of the programs of T-Hub, and provide insights into corporate collaboration models.

Key Highlight of the session

The session began with an introduction of T-Hub and its origin. Ms. Oindrilla was informed that T-Hub was established in 2015 under a section 8 as non-profit organization with the objective of creating unique platform for startups, cooperates, academics, investors and government bodies. she was clarified that T-Hub does not stand for Telangana Hub, but Technology Hub. Though supported by the Government of Telangana, T-Hub operates independently with minimal government interference and has a diverse governing board comprising representatives from corporates, academia, and the government.

The session highlighted how T-Hub act as epicentre for startups by bringing multiple stakeholders in one roof: startups, mentors, investors, mentors and value partners.



DAY 5

19 December, 2025



Ms. Oindrilla explained the key startup supporting program on T-Hub:

1. Blitz- A 45-day idea validation and prototype development program
2. Rubrics- Helps startups convert prototype to minimum viable products
3. Lab32- A 100-day market readiness and
4. T-Angel- Funding readiness program focusing pitch deck, investor readiness and due diligence.

Ms. Oindrilla explained the how corporates collaborate with startups through T-Hub using models such as: T-Connect, Corporate Accelerator Programs, Hackathons & Innovation Challenges to help corporates access disruptive solutions while startups gain credibility, clients, and market exposure. Participants were learned that T-Hub is sector-agnostic, supporting startups across various domains such as Agri tech & Food tech, climate technology, deep technology, health technology, fintech, manufacturing, sustainability, and ocean related innovations. She explained infrastructure & facilities of T-Hub such as flexi seatings, fixed seating, and virtual seating for remote teams. While T-Hub does not provide manufacturing facility directly, it connects startups to partner organizations such as T-Works for prototyping and hardware development.

Participants were visited T-Hub Museum, where products from incubates startups were displayed. These products are market ready, offered participants real world exposure towards the largest innovation hub supported for startups.



Field Visit: National Fisheries Development Board



Dr. Kanchi Bhargavi
Technical Officer,
National Fisheries Development Board, Hyderabad

Objective of the Field Visit:

To understand the National fisheries programs and schemes to promote the aquaprenurship

Key Highlight of the session

The session was led by Ms. Kachi Bhargavi, provided in-depth insights into fisheries status in India, government support schemes and entrepreneurial opportunities in the fisheries sector. Ms. Kanchi Bhargavi began the session by introducing the mandate and functioning of NFDB as an autonomous organization under the Department of Fisheries, Ministry of Fisheries, Animal Husbandry and Dairying, Government of India. She explained NFDB's role in promoting development of fisheries and aquaculture across inland, brackish water, and marine ecosystems, covering both capture fisheries and aquaculture.

During the interaction, she highlighted the vast untapped potential of reservoir fisheries, noting that India has more than 12,700 reservoirs, of which a significant portion remains underutilized. She encouraged startups to explore cage culture in reservoirs by working closely with fishermen societies and state fisheries departments.



DAY 5

19 December, 2025



During her session, she explained the emerging and priority areas for startups, including

- Open sea cage culture,
- Recirculatory aquaculture systems (RAS),
- Bio-floc technology,
- Ornamental fisheries,
- Seaweed farming,
- Aquascaping services,
- Eco-tourism linked with fisheries
- Cold chain infrastructure
- Value-added fish products
- Disease diagnostic laboratories

She particularly emphasized ornamental fisheries and aquascaping as high-potential for startups.

An interaction session followed by participants raises queries related to subsidy pattern, seed availability, uses of digital platforms and detailed project report (DPR). Ms. Kanchi Bhargavi advised startups to focus on strong DPR with clear capital expenditure and maintain close coordination with fisheries department for timely approval and funding utilization. Overall the visit provided the participants how startup idea aligns with national fisheries development programs, to strengthen their entrepreneurial journey.



Aqua Eureka 2025- Participants

S.No	Team Name/Company Name	Name of the person	Email Address
1	Aqua Maxima	Manohar. P C.H. Hema Sundar Masana.G	prathipatimanohar77@gmail.com
2	AquaClue	Mrutyunjaya Das	smrutyun@gmail.com
3	AquaVeritas	Eldho Saji	eldhosaji0114@gmail.com
4	Cuttlefish Rearing & Sustainable Management	Sam Rejin and John Merlin	asvi9664@gmail.com
5	Kuppismart Solutions Pvt Ltd	Akhil Reddy K	kuppireddyakhil@gmail.com
6	Marine Biotech	Ezhilvalavan. S	marinebiotech2015@gmail.com
7	Biogavya Innovations Pvt Ltd	Gnanesh Rao	biogavyainnovations@gmail.com
8	AQUAGRO	Gayatri Batchala, Pathapatnam Kalyani	gayatri.batchala.in@gmail.com
9	Marine X	Sandipan Chakrabarty	sandipanchakrabartygonpur@gmail.com
10	FARMLYNK AGRI SYMBIOSIS Pvt	Ch. Sowmya, N.V. Praveen	sowmya.aidea@gmail.com
11	Solar- Oxy Bicycle	Shubham Patidar	shubham.mbcfpcl@gmail.com
12	Nachu	Santhosh Donkina	santhosh.haa@gmail.com



Program Director

Dr. Saravanan Raj

Director (Agricultural Extension), MANAGE &
CEO, MANAGE- Fisheries Innovation and Startup Hub (MANAGE-FISHub)

Program Coordinators

Ms. Kalaivani. A

MANAGE-FISHub Intern

Ms. Archana. A

MANAGE-FISHub Intern

Report Prepared by

Ms. Kalaivani. A
MANAGE-FISHub Intern

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