भारत सरकार
GOVERNMENT OF INDIA
मत्स्यपालन विभाग
Department of Fisheries

MANAGE-FISHub's

Fisheries Entrepreneurship Development Programme (FEDP)

AQUA UDHYAMI

Entrepreneurship Orientation Programme for Fishers and Aquapreneurs



In collaboration with

Guru Angad Dev Veterinary and Animal Sciences University (GADVASU) Ludhiana, Punjab

22nd August 2026

College of Fisheries, GADVASU
Ludhiana, Punjab



MANAGE

The National Institute of Agricultural Extension Management (MANAGE), an autonomous organisation under the Ministry of Agriculture and Farmers Welfare, Government of India is an apex body for Agricultural Extension Management in India. MANAGE offers services like Capacity building, Management Education, Piloting and Implementing Flagship National Schemes, Consultancy, Research, Knowledge Management and Policy Advocacy in Agricultural Extension Management. (https://www.manage.gov.in/)





MANAGE-FISHub

MANAGE-Fisheries Innovation and Startup Hub is a National level incubation and innovation platform established at the National Institute of Agricultural Extension Management (MANAGE), Hyderabad, in 2025 with the support of the Department of Fisheries (DoF), Ministry of Fisheries, Animal Husbandry and Dairying (MoFAHD), Government of India. MANAGE-FISHub aims to transform India's fisheries and aquaculture sector through innovation, entrepreneurship, and ecosystem development by mentoring and promoting fisheries startups, creating employment and entrepreneurial opportunities aligned with national priorities and enabling the rapid commercialization of technologies emerging from research, academia, and individual innovators. (https://www.manage.gov.in/managefishub/)

GADVASU

Guru Angad Dev Veterinary and Animal Sciences University (GADVASU), Ludhiana, is a premier state university established under Punjab Act No. 16 of 2005 and commenced functioning on 21 April 2006. It focuses on education, research, extension and human-resource development in veterinary sciences, fisheries, dairy and food technology, and animal biotechnology. The university plays a significant role in advancing livestock, fisheries and allied sectors through multidisciplinary education and research. (https://www.gadvasu.in/)





College of Fisheries, GADVASU

The College of Fisheries, Guru Angad Dev Veterinary and Animal Sciences University (GADVASU), Ludhiana, is a leading institution for fisheries and aquaculture education, research, extension and skill development. The College focuses on areas including aquaculture, fish health and nutrition, fisheries management, fish processing, value addition and entrepreneurship. It contributes to the development of skilled professionals and promotes sustainable fisheries, aquaculture innovation and aquapreneurship in Punjab and beyond.

About the Program

Aqua Udyami is an entrepreneurship-driven programme aimed at empowering fishermen, fisheries youth, and aspiring entrepreneurs with practical knowledge, skills, and hands-on exposure to establish and scale fisheries and aquaculture enterprises. The programme provides a structured platform for interaction with technical experts, successful entrepreneurs, financial institutions, and support agencies, enabling participants to gain real-world insights into enterprise planning, production, value addition, and market linkage.

By strengthening entrepreneurial capabilities and business orientation, Aqua Udyami promotes sustainable livelihoods, income enhancement, and enterprise-led growth in the fisheries sector. The programme nurtures confident, resilient, and market-ready entrepreneurs capable of contributing to sustainable fisheries development and the expansion of India's blue economy.

Who can attend?



Fishers & Fish Farmers



Aspiring Aquapreneurs



Fisheries Startups & Aquapreneurs

Focus areas

- Aquaculture Mechanisation & Innovation
- AI & IOT in Fisheries
- Waste to Wealth
- Biotechnology & Genetics
- Integrated & Secondary Aquaculture
- Blockchain Technology
- Fisheries Extension & Advisory
- Post-Harvest & Cold chain innovations
- Fisheries Inputs & Feed Technology
- Other Innovations in Fisheries & Aquaculture

Key Takeaways

Build Networks
Meet individuals who can potentially become business partners, clients, mentors, or collaborators.

Forge New Partnerships
Facilitate collaborations and discover opportunities for joint ventures, partnerships, or projects that align with your objectives.

Gain Visibility
Showcase your products and technologies toa relevant audience, increasing your visibility within the local business community.

Discover New Opportunities
Engage with innovators, experts, and institutions to explore emerging trendsand startup opportunities in the fisheries sector.

Learning & Exposure
Gain insights from Fisheries-Startup Stakeholders through Networking, Talks and Discussions

Program Background

The National Institute of Agricultural Extension Management (MANAGE), through its Fisheries Innovation and Startup Hub (MANAGE-FISHub), organised the Aqua Udyami – Fisheries Entrepreneurship Development Programme in collaboration with the College of Fisheries, Guru Angad Dev Veterinary and Animal Sciences University (GADVASU), Ludhiana, Punjab. The programme was successfully conducted on 22 August 2026 at the College of Fisheries, GADVASU, Ludhiana, Punjab.



Aqua Udyami is an entrepreneurship-oriented initiative aimed at empowering fish farmers, fisheries youth, and aspiring aquapreneurs with practical knowledge, skills, and exposure to establish, manage, and scale fisheries and aquaculture enterprises.



The programme was organised by MANAGE-FISHub in collaboration with the College of Fisheries, GADVASU, Ludhiana, with institutional and logistical support from the collaborating institute. The initiative aimed to strengthen entrepreneurship in the fisheries sector by promoting innovative business opportunities, enterprise development, and sustainable aquaculture practices.



The programme announcement was circulated among fish farmers, fisheries youth, and aspiring aquapreneurs in Punjab to encourage participation and promote entrepreneurship in the fisheries sector.



The one-day programme featured technical sessions on fisheries entrepreneurship, business planning, value addition, market linkages, and institutional and financial support, aimed at strengthening entrepreneurial skills and exploring emerging business opportunities across the fisheries value chain.

Inagural Session

The inaugural session of the Aqua Udyami – Fisheries Entrepreneurship Development Programme was formally inaugurated on 22 August 2026 at the College of Fisheries, Guru Angad Dev Veterinary and Animal Sciences University (GADVASU), Ludhiana, Punjab. The programme was organised by MANAGE-FISHub, in collaboration with the College of Fisheries, GADVASU. The session commenced with a welcome address by Dr. Vaneet Inder Kaur, Principal Scientist and Head, College of Fisheries, GADVASU.

An overview of the Aqua Udyami programme, highlighting its objectives and significance in promoting fisheries entrepreneurship, was presented by Mr. Mahiwal Singh, MANAGE-FISHub. The presidential remarks were delivered by Dr. Meera D. Ansal, Dean, College of Fisheries, GADVASU, who highlighted the importance of entrepreneurship development in the fisheries sector. The session concluded with a vote of thanks by Dr. Vijay Kumar Reddy (Sr. Scientist), College of Fisheries, GADVASU, expressing gratitude to all dignitaries, resource persons, and participants for their valuable contributions.





"The inaugural session marks the beginning of a journey from learning to leadership, inspiring young minds to transform fisheries innovations into entrepreneurial ventures that create sustainable livelihoods, generate employment, and shape the future of the blue economy."

Technical Session

Dr. Vaneet Inder Kaur, Head, Department of Aquatic Environment (AEM), College of Fisheries, Guru Angad Dev Veterinary and Animal Sciences University (GADVASU), Ludhiana, delivered an insightful technical session on the theme **"Emerging Trends and Career Opportunities in Fisheries and Aquaculture"** during the Aqua Udyami – Fisheries Entrepreneurship Development Programme.

The session highlighted the emerging technological advancements and evolving opportunities shaping the fisheries and aquaculture sector. Dr. Kaur discussed sustainable aquaculture practices, biofloc technology, Recirculating Aquaculture Systems (RAS), integrated fish farming, precision aquaculture, and digital technologies for improving productivity, resource efficiency, and environmental sustainability. She also emphasized the importance of value addition, seafood traceability, and climate-resilient practices in strengthening the fisheries value chain.

The session further explored diverse career and entrepreneurial opportunities in aquaculture production, fisheries research, fish processing, quality assurance, fisheries extension, and technology-driven enterprises. The discussion highlighted the growing potential of innovation, startups, and aquapreneurship in addressing sectoral challenges and creating new employment and business opportunities for aspiring professionals.

Dr. Kaur highlighted emerging trends, technological innovations, and career opportunities in fisheries and aquaculture, encouraging participants to develop relevant skills and explore innovative, sustainable, and commercially viable ventures in the sector.





"The future of fisheries and aquaculture lies in innovation, technology, and entrepreneurship unlocking emerging career opportunities for young minds to build sustainable businesses, create livelihoods, and contribute to the growth of the blue economy."

– Dr. Vaneet Inder Kaur
Principal Scientist & Head
College of Fisheries, GADVASU, Ludhiana.

Technical Session

The technical session on **"Farm to Market: Practical Approaches to Fish Production, Value Addition and Marketing"** was delivered by S. Jasvir Singh Aujla, CM Awardee Fisheries Farmer and Vice President, Innovative Fish Farmers Association (IFFA), Punjab. Drawing on his practical experience in fisheries farming and entrepreneurship, he highlighted the importance of adopting scientific fish production practices to improve productivity, profitability, and resource-use efficiency. He emphasized effective pond management, quality seed selection, balanced feed management, and regular monitoring of fish health and water quality.

The session discussed the importance of post-harvest handling, hygienic processing, value addition, and product diversification in reducing losses and enhancing the market value of fish. Mr. Aujla also highlighted opportunities for direct marketing, branding, market linkages, and connecting farmers with consumers to improve price realization. He encouraged participants to explore value-added fish products and customer-oriented marketing strategies to meet changing consumer preferences. The session underscored the importance of collective action, farmer networks, and institutional support in strengthening market access. Overall, it provided practical insights into developing an integrated farm-to-market approach for sustainable fisheries enterprises and improved farmers' incomes.







"From farm to market, add value, create opportunities, and empower fisheries through innovation."

– S. Jasvir Singh Aujla
Ludhiana, Punjab.

Technical Session

The technical session on **"Integrated Fish Farming & AquaTourism: Creating Multiple Income Opportunities from a Fish Farm"** was delivered by Miss Ahneer Kaur, Progressive Fisheries Entrepreneur. The session highlighted the potential of integrating fish farming with allied agricultural activities and tourism to diversify income sources and enhance the profitability of fisheries enterprises. She discussed the integration of aquaculture with activities such as horticulture, livestock rearing, and other farm-based enterprises to promote efficient resource utilization and reduce production risks.





The session also emphasized the emerging concept of aquatourism, including recreational fishing, farm visits, educational tours, and experiential activities that connect visitors with aquaculture practices. Miss Kaur highlighted the importance of developing attractive farm infrastructure, maintaining water quality, ensuring visitor safety, and providing quality services to create a rewarding visitor experience. She also discussed the role of innovative business models, effective promotion, and customer engagement in attracting tourists and generating additional revenue. The session encouraged participants to explore locally suitable integrated farming models and entrepreneurial opportunities. Overall, it demonstrated how combining aquaculture with tourism and allied activities can create diversified livelihood opportunities and support sustainable fisheries-based enterprises.



"Integrate aquaculture with tourism to diversify income, create opportunities, and build sustainable fisheries enterprises."

– Ms. Ahneer Kaur
Amritsar, Punjab.

Technical Session

The The technical session on **"Profitable Carp Culture: Pond Preparation, Stocking, Feeding, Water Quality and Harvest Management"** was delivered by S. Navjot Singh, CM Awardee Farmer 2026. The session focused on practical and scientific approaches to improving carp production, farm productivity, and profitability through effective pond management. He highlighted the importance of proper pond preparation, including pond drying, removal of unwanted organisms, liming, and fertilization to create a suitable environment for fish growth.

The session emphasized the selection of quality fish seed, appropriate stocking density, and species composition for achieving better production outcomes. Mr. Singh discussed the importance of balanced feeding, proper feed scheduling, and efficient feed utilization in reducing production costs and improving fish growth. He also highlighted regular monitoring of water quality parameters, including dissolved oxygen, pH, and temperature, to maintain a healthy pond environment. Further, the session covered timely harvesting, appropriate post-harvest handling, and market-oriented planning to minimize losses and improve returns. Overall, the session provided participants with practical insights into adopting efficient carp culture practices for sustainable and profitable fish farming.





"Smart pond management, healthy fish, higher profits building a sustainable future through profitable carp culture."

– S. Navjot Pal Singh
Ferozepur, Punjab.

Technical Session

The technical session on **"Marketing, Branding and Digital Promotion of Fisheries Products"** was delivered by Dr. Sarbjeet Kaur, Assistant Professor (Fisheries), College of Fisheries, Guru Angad Dev Veterinary and Animal Sciences University (GADVASU), Ludhiana. The session highlighted the growing importance of digital marketing, branding, and e-commerce in strengthening market linkages and enhancing the competitiveness of fisheries enterprises. Participants were introduced to digital tools and social media platforms for promoting fish and fish-based products, reaching potential customers, and expanding market access. Dr. Kaur emphasized the role of effective branding in establishing product identity, building consumer trust, and differentiating products in competitive markets.

The session also discussed the use of e-commerce platforms and online sales channels to connect producers directly with consumers and explore wider markets. The importance of attractive packaging, product quality, consumer engagement, and consistent digital communication in improving product visibility was also highlighted. Furthermore, the session encouraged aspiring fisheries entrepreneurs to adopt cost-effective digital promotion strategies and explore innovative marketing models. Overall, it emphasized how digital technologies and customer-oriented branding can improve market reach, value realization, and business growth in the fisheries sector.



"Build the brand, tell the story, and take fisheries products from local markets to global opportunities."

– Dr. Sarbjeet Kaur
Assistant Professor (Fisheries)
College of Fisheries, GADVASU, Ludhiana.

Valedictory Session

The The one-day Aqua Udyami – Fisheries Entrepreneurship Development Programme concluded with a valedictory session at the College of Fisheries, GADVASU, Ludhiana, Punjab.

Dr. Jaspal Singh Hundal, Director of Student Welfare, GADVASU, graced the occasion as the Chief Guest, while Dr. Meera D. Ansal, Dean, College of Fisheries, attended as the Guest of Honour.

Mr. Mahiwal Singh, Programme Coordinator, presented the programme report, highlighting key technical sessions and learnings related to fisheries entrepreneurship, value addition, branding, digital marketing, and market linkages. The dignitaries appreciated the initiative for promoting entrepreneurial skills among fish farmers and fisheries youth.

Dr. Vaneet Inder Kaur delivered the vote of thanks, expressing gratitude to the dignitaries, resource persons, faculty members, and participants for contributing to the successful conduct of the programme.

As a token of appreciation, a souvenir was presented to Mr. Mahiwal Singh, Programme Coordinator MANAGE FISHub, by Dr. Meera D. Ansal, Dean, College of Fisheries, GADVASU. The valedictory session marked the successful completion of the Aqua Udyami programme at GADVASU, Ludhiana, Punjab, encouraging participants to strengthen and expand their fisheries enterprises.









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