



भारत सरकार
GOVERNMENT OF INDIA
मत्स्यपालन विभाग
Department of Fisheries



MANAGE-FISHub

Fisheries Entrepreneurship Development Programme (FEDP)

AQUA UDHYAMI

*Entrepreneurship Orientation Programme for Fishers
and Aquapreneurs*

In collaboration with



**Maharashtra Animal and Fishery
Sciences University (MAFSU)**



July 8, 2026



**College of Fishery Science
MAFSU, Nagpur, Maharashtra**



MANAGE FISHub



MANAGE-FISHub



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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 (MANAGE-FISHub) 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/>)

Our programs



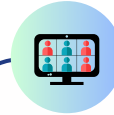
MANAGE-FISHub
Pre-Incubation
Program



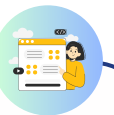
MANAGE-FISHub
Incubation
Program



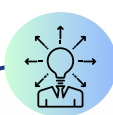
MANAGE
Aqua Eureka
Program



MANAGE-FISHub
Fortnightly
Friday (F3)
Webinars



MANAGE-FISHub
Pre-Incubation
Program



MANAGE-FISHub
AQUAREACH



Fisheries-Startup &
Aquapreneurship
Stakeholders
Meet

The Maharashtra Animal and Fishery Sciences University was established through the notification dated November 17, 2000 under the State Act No. 1998 (Mah. XVII of 1998) on 3rd December 2000 at Nagpur. The University was carved out of the four Agricultural Universities in the State by transferring five Veterinary Colleges, one Post Graduate Veterinary Institute and one Dairy Technology College. Subsequently, University established two Fishery Colleges, one Dairy Technology College, one Wild Life Research and Training Centre. Our mission is to ensure enlightenment and empowerment of students by imparting advanced knowledge in the fields of animal, dairy and fishery sciences by adopting innovative, efficient and effective strategies.

College of Fishery Science, Nagpur was established on 16th October, 2006 with an aim to create qualified and trained manpower in the field of Fisheries. Our department is providing efficient technical and professional man power for the field of Fishing Technology and Fisheries Engineering. More specifically the college will provide quality education in core and emerging disciplines of fisheries science and will conduct strategic, applied and operational research in fisheries, aquaculture and related science.
<https://www.manage.gov.in/managefishhub/MFSSCP.aspx>

Objectives

1

To produce knowledge bearing man power in the field of Veterinary, Animal Science, Dairy Technology & Fishery Science

To develop extension methodologies modules & address policy issues in respect of animal health & productivity, service delivery in the state of Maharashtra.

2

3

To play a role of think tank for the department of animal husbandry, dairy development & fisheries to assist in policies monitoring and impact analysis.



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



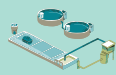
Aspiring
Aquapreneurs



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 to a relevant audience, increasing your visibility within the local business community.



Discover New Opportunities

Engage with innovators, experts, and institutions to explore emerging trends and 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, proposed the Aqua Udyami – Fisheries Entrepreneurship Development Programme in collaboration Maharashtra Animal and Fishery Sciences University (MAFSU), Nagpur. The programme was successfully conducted on 19th February at the College of Fishery Science MAFSU, Nagpur.

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

The organising team comprised members from MANAGE and MAFSU. The programme was conducted under the guidance of MANAGE and coordinated through MANAGE-FISHub, with logistical and institutional support extended by the College of Fishery Science, MAFSU, Nagpur.

The programme announcement was circulated among fish farmers, fisheries youth, and aspiring aquapreneurs across Haryana. A total of 50 participants registered for the programme, and all 50 participants attended the one-day training programme. The participants primarily represented the state of Maharashtra and included progressive fish farmers, fisheries youth, and individuals interested in starting fisheries enterprises.

The one-day programme schedule was structured to include focused technical sessions on enterprise development, value addition opportunities, business orientation, market linkages, and awareness on institutional and financial support systems.





Technical Session

Technical Session: Emerging Opportunities in Inland Fisheries and Aquaculture in Central India

Mr. Ajay K. Deshpande, Consultant – Food & Fish Processing Sector and Director, Incubation Centre, LIT Nagpur, delivered an insightful session on "Emerging Opportunities in Inland Fisheries and Aquaculture in Central India." He highlighted the growing potential of inland fisheries and aquaculture as key drivers of rural livelihoods, food security, and economic development. The session explored the expanding opportunities in freshwater aquaculture, integrated farming systems, ornamental fisheries, hatchery management, fish feed production, and value-added fisheries enterprises.

Mr. Deshpande emphasized the importance of adopting scientific farming practices, modern technologies, and innovative business models to enhance productivity and profitability. He also discussed the increasing demand for quality fish products and encouraged participants to capitalize on emerging market trends through entrepreneurship and value chain development. Drawing upon practical examples and industry experiences, he motivated aspiring aquapreneurs to explore sustainable business opportunities and contribute to the growth of the fisheries sector in Central India.



"The future of inland fisheries lies in innovation, scientific practices, and entrepreneurs who are ready to transform opportunities into sustainable enterprises."

**– Mr. Ajay K. Deshpande
Consultant – Food & Fish Processing
Sector & Director, Incubation Centre, LIT
Nagpur**



Technical Session

Technical Session: Value Addition and Processing Opportunities in Fisheries MSMEs

Mr. Pratap Goswami, Director, PSG Agrotech Pvt. Ltd., Nagpur, delivered an informative session on "Value Addition and Processing Opportunities in Fisheries MSMEs." He highlighted the significant role of value addition and fish processing in enhancing product quality, extending shelf life, and increasing the profitability of fisheries enterprises. The session focused on the vast opportunities available for micro, small, and medium enterprises (MSMEs) in developing innovative fish-based products to meet evolving consumer demands.

Mr. Goswami discussed modern processing techniques, quality standards, packaging innovations, and food safety practices essential for establishing successful fisheries-based MSMEs. He also emphasized branding, market positioning, and diversification of fish products as key strategies for improving competitiveness and expanding market access. Through practical insights and entrepreneurial experiences, he encouraged participants to explore value-added fisheries businesses that generate employment, reduce post-harvest losses, and contribute to the sustainable growth of the fisheries sector.



"Value addition is the key to transforming fisheries into a profitable and sustainable business with greater market potential."

**– Mr. Pratap Goswami
Director, PSG Agrotech Pvt. Ltd.,
Nagpur**





Technical Session

Technical Session: Success Story of a Progressive Aquapreneur

Mr. Yashwant Pramod Kosare, Progressive Fish Farmer, Nagpur, shared his inspiring entrepreneurial journey during the session on "Success Story of a Progressive Aquapreneur." He narrated his experiences of establishing and expanding a successful aquaculture enterprise, highlighting the challenges he encountered, the lessons learned, and the strategies that contributed to his success. His journey demonstrated how dedication, innovation, and perseverance can transform aquaculture into a profitable and sustainable livelihood.

Mr. Kosare emphasized the importance of adopting scientific aquaculture practices, efficient farm management, continuous learning, and market-oriented production to improve productivity and profitability. He encouraged participants to embrace new technologies, remain resilient in the face of challenges, and seize emerging opportunities within the fisheries sector. The interactive session inspired aspiring aquapreneurs by showcasing a practical example of entrepreneurship and reinforcing the belief that success is achievable through commitment and informed decision-making.



"Success in aquaculture is built on patience, perseverance, and the willingness to learn and innovate every day."

***– Mr. Yashwant Pramod Kosare
Progressive Fish Farmer, Nagpur***



Technical Session

Technical Session: Government Schemes, Institutional Support, and Financial Assistance

Mrs. Ayushi Dhawade, Assistant Fisheries Development Officer, Nagpur, delivered an informative session on "Government Schemes, Institutional Support, and Financial Assistance." The session provided participants with a comprehensive overview of the various central and state government initiatives designed to promote entrepreneurship and sustainable development in the fisheries sector.

She explained the objectives, eligibility criteria, financial assistance, subsidies, and application procedures under key fisheries development programmes. The session also highlighted the role of institutional support in capacity building, technical guidance, and facilitating access to credit and other financial resources. Mrs. Dhawade encouraged aspiring entrepreneurs to effectively utilize these schemes to establish, modernize, and expand fisheries enterprises. Through practical guidance and interactive discussions, participants gained valuable insights into navigating government support systems and leveraging available resources for business growth.



"Government support becomes truly meaningful when entrepreneurs convert opportunities into sustainable enterprises."

***– Mrs. Ayushi Dhawade
Assistant Fisheries Development Officer,
Nagpur***





Technical Session

Technical Session: Marketing, Branding and Digital Promotion of Fisheries Products

Mr. Mangesh Gawade, Programme Manager, MPEDA, Mumbai, delivered an engaging session on "Marketing, Branding and Digital Promotion of Fisheries Products." He emphasized the growing importance of branding, market intelligence, and digital marketing in enhancing the competitiveness of fisheries enterprises. The session highlighted how effective branding and online promotion can create strong customer engagement, improve product visibility, and expand market reach.

Mr. Gawade discussed key marketing strategies, brand positioning, consumer behavior, packaging, and the use of digital platforms such as social media and e-commerce for promoting fisheries products. He also shared insights into domestic and export market opportunities and explained how entrepreneurs can leverage digital tools to build customer trust and strengthen their business presence. The session encouraged participants to adopt innovative marketing approaches and develop customer-centric strategies to create sustainable and profitable fisheries enterprises.



"In today's market, quality builds trust, but effective branding and digital promotion create lasting customer relationships."

**– Mr. Mangesh Gawade
Programme Manager, MPEDA, Mumbai**



Valedictory Session

The Valedictory Session marked the successful conclusion of the Aqua Udhyami – Entrepreneurship Orientation Programme. During the session, Dr. Nivedha C. K., Innovation Research Fellow and Programme Coordinator, MANAGE-FISHub, presented the programme report, highlighting the key sessions and major outcomes of the programme.



Dr. Prashant Telvekar, Associate Dean, College of Fishery Science, MAFSU, Nagpur, delivered the valedictory remarks, appreciating the collaborative efforts of MANAGE-FISHub and MAFSU in organizing the programme. He encouraged participants to apply the knowledge gained, embrace entrepreneurship, and contribute to the sustainable growth of the fisheries sector. The session concluded with a vote of thanks proposed by Dr. Nivedha C. K.



The programme concluded with the Certificate Distribution Ceremony, during which certificates were presented to all participants in recognition of their active participation and successful completion of the Aqua Udhyami – Entrepreneurship Orientation Programme. The ceremony marked the formal conclusion of the programme.





Organising Team

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MANAGE Fisheries Innovation and Startup Hub (MANAGE - FISHub)

(A National Fisheries Incubation Centre Supported by the Ministry of Fisheries,
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National Institute of Agricultural Extension Management (MANAGE)

(An Autonomous Organization of Ministry of Agriculture and Farmers Welfare, Govt. of India)

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