



भारत सरकार
GOVERNMENT OF INDIA
मत्स्यपालन विभाग
Department of Fisheries



MANAGE-FISHub's

Fisheries Entrepreneurship Development Programme (FEDP)

AQUA YUVA

Entrepreneurship Orientation Programme for Fisheries Students

In collaboration with



**Nanaji Deshmukh Veterinary
Science University (NDVSU)**



10-11 August, 2026



**College of Fishery Science,
NDVSU, Jabalpur, M.P**





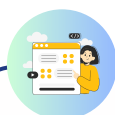
MANAGE

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



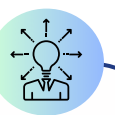
MANAGE-FISHub
Fortnightly
Friday (F3)
Webinars



MANAGE-FISHub
Internship
Program



MANAGE-FISHub
Pre-Incubation
Program



MANAGE-FISHub
AQUAREACH



Fisheries-StartUp &
Aquapreneurship
Stakeholders
Meet



MANAGE-FISHub
Aqua Yuva



MANAGE-FISHub
Aqua Udhyami



NDVSU

Nanaji Deshmukh Veterinary Science University (NDVSU) is a specialized State Veterinary University established by the Government of Madhya Pradesh to provide higher education, research, and extension services in Veterinary Science, Fisheries Science, Animal Husbandry, Animal Biotechnology, and Wildlife Health.

The university was established on 3 November 2009 under the Nanaji Deshmukh Pashu Chikitsa Vigyan Vishwavidyalaya Adhiniyam, 2009 (Madhya Pradesh Act No. 16 of 2009). It serves as one of India's leading institutions for veterinary and fisheries education, with a strong emphasis on livestock development, aquaculture, animal health, and rural entrepreneurship. The College of Fishery Science (CoFS), Jabalpur is the only constituent fisheries college of Nanaji Deshmukh Veterinary Science University (NDVSU) in Madhya Pradesh. It was established in 2012 to address the growing demand for skilled professionals in inland fisheries, aquaculture, fish health, and fisheries management in Central India. The college has become an important centre for fisheries education, research, and extension, particularly focusing on freshwater aquaculture, reservoir fisheries, and sustainable fisheries development. (<https://www.ndvsu.org.in>).

Objectives

1

To Impart Education in Veterinary, Fisheries and Allied Sciences

2

To Advance Learning and Promote Research in Veterinary and Fisheries Sciences

3

To Undertake Extension of Veterinary and Fisheries Sciences to Rural Communities

4

Human Resource Development & Sustainable Livestock and Fisheries Development



About the Program

Aqua Yuva is a youth-focused programme aimed at empowering fisheries students and young professionals with knowledge, skills, and exposure to entrepreneurship and aquaculture startups. The programme provides a platform to interact with experts and stakeholders, enabling exchange of ideas and insights.

By bridging the gap between technical education and enterprise development, Aqua Yuva inspires participants towards self-employment and aquapreneurship. The programme nurtures a confident, skilled, and future-ready generation capable of contributing to sustainable fisheries development and the growth of India's blue economy.

Who can attend?

**Fisheries Students
(UG / PG / Ph.D.)**



Registration fees

**₹500 per
participant**





Program Background

The National Institute of Agricultural Extension Management (MANAGE), through its Fisheries Innovation and Startup Hub – MANAGE-FISHub, proposed the Aqua Yuva – Fisheries Entrepreneurship Development Programme for fisheries students in collaboration with Nanaji Deshmukh Veterinary Science University (NDVSU), Jabalpur, Madhya Pradesh. The programme was successfully conducted on 10th and 11th August 2026 at the College of Fishery Science, NDVSU, Jabalpur, Madhya Pradesh.

The organising team for the programme comprised members from both institutions. From MANAGE, the programme was conducted under the guidance of the Director (Agricultural Extension) and coordinated by the MANAGE-FISHub team. From NDVSU, faculty members and staff of the College of Fishery science extended support in coordinating logistics, mobilising students, and facilitating the smooth conduct of the programme.

The programme announcement was circulated among Undergraduate students of NDVSU and allied institutions. A Google registration link was created and shared through institutional communication channels and student groups to facilitate online registration and streamline participant management.

The two-day programme schedule was designed to include an inaugural session, followed by technical sessions focusing on fisheries entrepreneurship awareness, startup opportunities in the fisheries sector, identification of business prospects across the fisheries value chain, and development of basic entrepreneurial and business planning skills, concluding with an interactive discussion and valedictory session.



Inagural Session

The Aqua Yuva – Fisheries Entrepreneurship Development Programme was formally inaugurated on August 10th at the College of Fishery Science, Nanaji Deshmukh Veterinary Science University (NDVSU), Jabalpur.

The inaugural session began with a Welcome Address by Dr. Sona Dubey, Associate Professor, College of Fishery Science, NDVSU. This was followed by an overview of MANAGE-FISHub initiatives and programme objectives delivered by Dr. Nivedha C K Innovation Research Fellow, MANAGE-FISHub, Hyderabad.

The presidential Remarks was delivered by inagural address by Dr. S.K. Mahajan, Dean, College of Fishery Science, who emphasised the thoughts on empowering students with an entrepreneurial mindset and encouraged them to become future leaders in the blue economy.valuable

The session concluded with a Vote of Thanks by Dr Nivedha C K, Innovation Research fellow, MANAGE-FISHub.

The inauguration set a strong foundation for Aqua Yuva, inspiring students to actively participate in the subsequent technical sessions and entrepreneurial activities.



Day 1

Technical Session

Technical Session 1: Overview of the Indian Fisheries Sector & Entrepreneurship Opportunities

The first technical session was delivered by Dr. S. K. Mahajan, Dean, College of Fishery Science, Nanaji Deshmukh Veterinary Science University (NDVSU), Jabalpur, on the topic "Overview of the Indian Fisheries Sector & Entrepreneurship Opportunities." He provided participants with a comprehensive overview of the Indian fisheries and aquaculture sector, highlighting its significant contribution to food and nutritional security, employment generation, rural livelihoods, and the national economy. Dr. Mahajan discussed the growth and emerging trends in fisheries and aquaculture in India, along with the expanding scope for entrepreneurship across the fisheries value chain.

The session explored various entrepreneurial opportunities in aquaculture, fish seed production, ornamental fisheries, fish processing, value addition, feed and input supply, marketing, and fisheries-based services. He emphasised the importance of innovation, scientific management practices, technology adoption, market orientation, and government support in developing successful fisheries enterprises. Encouraging students to look beyond conventional career options, Dr. Mahajan motivated them to utilise their technical knowledge and explore fisheries entrepreneurship as a promising career pathway. The interactive session concluded with an engaging discussion, during which participants clarified their queries regarding career prospects, business opportunities, and startup development in the fisheries sector.



"Fisheries is not merely a source of livelihood; it is a growing sector of innovation, entrepreneurship and sustainable economic opportunities for the youth."

**— Dr. S. K. Mahajan
Dean, COFS, NDVSU, Jabalpur**

Technical Session

Technical Session 2 : Fish Processing as a Business

This session was delivered by Dr. Mohan Singh on the topic “Fish Processing as a Business.” The session focused on the potential of fish processing and value addition as profitable entrepreneurial ventures in the fisheries sector. Dr. Singh highlighted the importance of scientific processing techniques, quality standards, hygiene, food safety, and proper handling to improve the quality and shelf life of fish products.

He introduced participants to various fish processing and value-addition opportunities, along with the importance of packaging, preservation, branding, and marketing. The session also emphasised the role of innovation and business planning in developing successful fish processing enterprises. Dr. Singh encouraged participants to explore processing and value addition as opportunities for income generation and employment creation. The interactive session helped participants understand the business potential available beyond primary fish production.



“Fish processing opens the door to value creation, market opportunities and new avenues of entrepreneurship for the next generation of fisheries professionals.”

**— Dr. Mohan Singh
Professor, JNKVV, Jabalpur**

Technical Session

Technical Session 3: Value Addition in Fisheries – From Catch to Consumer

This session was delivered by Dr. P. K. Singh, Professor and Head, LPM, NDVSU, on the topic “Value Addition in Fisheries – From Catch to Consumer.” The session focused on the importance of value addition in enhancing the economic value, quality, and marketability of fish and fishery products. Dr. Singh highlighted the potential of transforming raw fish into diverse value-added products to meet changing consumer preferences and create new business opportunities.

He discussed various aspects of product development, processing, packaging, preservation, branding, and marketing, emphasising the importance of maintaining quality and food safety throughout the value chain. The session also highlighted how value addition can help reduce post-harvest losses, improve profitability, and generate employment opportunities. The interactive session encouraged participants to explore innovative value-added products and identify entrepreneurial opportunities from catch to consumer.



“Value addition is the bridge that connects fisheries resources with better markets, higher returns, and greater opportunities for entrepreneurship.”

— Dr. P. K. Singh

Professor and Head, LPM, NDVSU

Technical Session

Technical Session 4: Innovation in Aquaculture – Smart Farming, IoT and AI Applications

With aquaculture rapidly moving towards technology-driven production, Dr. Sona Dubey, Associate Professor, NDVSU, introduced participants to the topic “Innovation in Aquaculture: Smart Farming, IoT and AI Applications.” The session highlighted how emerging technologies can improve farm efficiency, productivity, sustainability, and profitability.

Dr. Dubey explained the practical applications of IoT, sensors, artificial intelligence, automation, and real-time monitoring in areas such as water quality management, feeding, disease detection, and farm decision-making. She also discussed the scope for technology-based startups and innovative business models in aquaculture. The session encouraged participants to understand how digital solutions can address farm-level challenges and create new entrepreneurial opportunities. An interactive discussion followed, allowing participants to explore the practical application of smart farming technologies in modern aquaculture.



“The future of aquaculture will be driven by smart technologies that enable better decisions, efficient resource use, and sustainable production.”

— Dr. Sona Dubey

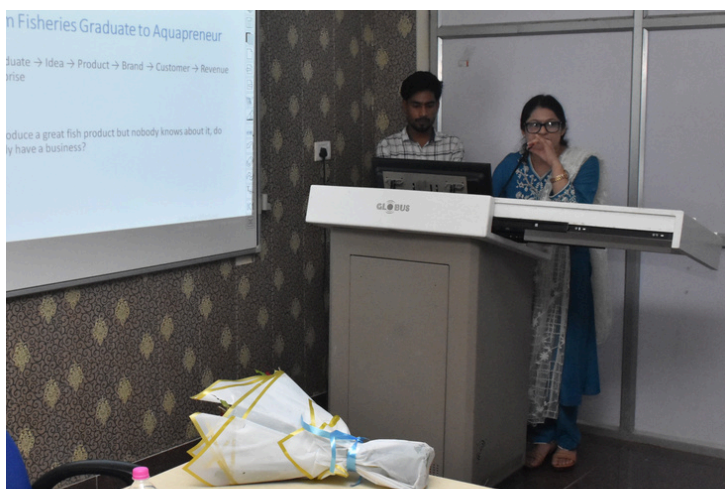
Associate Professor, NDVSU

Technical Session

Technical Session 5: Digital Marketing, Branding and E-Commerce for Fisheries Enterprise

Taking the discussion from production and technology to market connectivity, Dr. Nidhi Katre, ICAR-ATARI, addressed the topic “Digital Marketing, Branding and E-Commerce for Fisheries Enterprise.” The session focused on the growing importance of digital platforms in promoting fisheries products, reaching wider consumer markets, and building competitive enterprises.

Dr. Katre explained key aspects of digital marketing, branding, social media promotion, e-commerce platforms, online customer engagement, and product positioning. She highlighted how effective branding and digital presence can help fisheries entrepreneurs create market visibility and build consumer trust. The session also emphasised the importance of quality content, attractive product presentation, online sales strategies, and understanding consumer preferences. The interactive discussion encouraged participants to explore digital tools and e-commerce opportunities for expanding their fisheries enterprises.



“A strong digital presence can connect fisheries entrepreneurs with new consumers, wider markets, and greater business opportunities.”

— Dr. Nidhi Katre

Research Associate, ICAR-ATARI

Technical Session

Technical Session 6: Interactive Group Activity – Idea Generation and Team Formation

The interactive activity on “Idea Generation and Team Formation” was facilitated by Dr. Nivedha C. K., Innovation Research Fellow, MANAGE-FISHub, with the objective of developing creative thinking, teamwork, problem-solving, and entrepreneurial skills among the participants.

Participants were organised into small teams and provided with real-world problem statements related to fisheries and aquaculture. Each team analysed the identified challenge, discussed its underlying causes, and brainstormed possible solutions. Through collaborative discussions, participants explored innovative, practical, and sustainable ideas that could address sector-specific challenges and create potential business opportunities.

The teams subsequently presented their problem statement, proposed solution, implementation approach, and expected outcomes before the group. The presentations encouraged peer learning and exchange of ideas, while feedback and discussions helped participants further strengthen their proposed solutions. The activity effectively enhanced communication, teamwork, leadership, and entrepreneurial thinking, encouraging participants to recognise challenges in the fisheries sector as opportunities for innovation, enterprise creation, and positive change.



“Every challenge in fisheries can become an opportunity when creative minds come together to think, collaborate, and innovate.”

— Dr. Nivedha C. K.

Innovation Research Fellow, MANAGE-FISHub

Day 2

Reflections

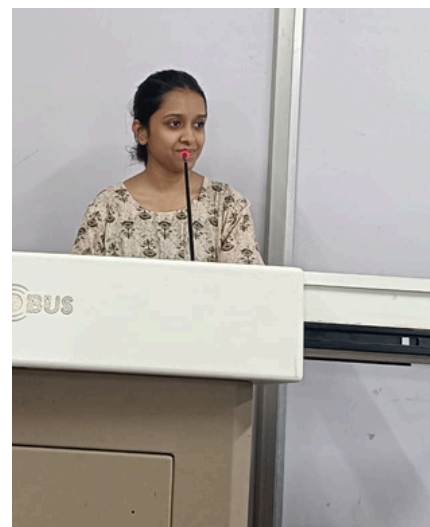
The second day of the Aqua Yuva – Fisheries Entrepreneurship Development Programme commenced with an engaging Reflection Session, allowing participants to revisit the previous day's learning and share their experiences, observations, and key takeaways.

Participants actively reflected on the technical sessions and discussed how their understanding of fisheries entrepreneurship and business opportunities had evolved. They shared insights on the potential available across different stages of the fisheries value chain, including aquaculture, processing, value addition, marketing, digital promotion, and fisheries-based services.

The discussion also highlighted the participants' understanding of business planning, market identification, branding, and customer-oriented approaches in developing successful enterprises. Several students expressed that the sessions encouraged them to look at entrepreneurship as a practical career option and motivated them to think beyond traditional employment opportunities.

Participants also shared their increased awareness of government schemes, financial support, institutional assistance, and startup opportunities available in the fisheries sector. The reflection encouraged students to identify their areas of interest, discuss challenges, and seek guidance for converting their ideas into feasible business ventures.

Overall, the session created a participatory and reflective learning environment, strengthening students' confidence, entrepreneurial mindset, and readiness to explore opportunities in the fisheries sector. It reinforced the objective of Aqua Yuva to empower young fisheries professionals to become knowledge-driven, innovative, and opportunity-oriented aquapreneurs.



Technical Session

Technical Session 7: Entrepreneurial Leadership and Strategic Networking for Aquapreneurial Growth

The session on “Entrepreneurial Leadership and Strategic Networking for Aquapreneurial Growth” was delivered by Dr. Ashish Sharma, Professor, RD University.. The session focused on developing effective leadership qualities and strategic networking skills essential for building and scaling successful aquapreneurial ventures.

Dr. Sharma highlighted the importance of vision, decision-making, communication, teamwork, adaptability, and problem-solving in entrepreneurial leadership. He explained how strong professional networks can help young entrepreneurs access knowledge, mentors, markets, resources, partnerships, and investment opportunities. The session also emphasised the value of building meaningful relationships with industry stakeholders, fellow entrepreneurs, institutions, and customers for long-term business growth.

Through interactive discussions and practical insights, participants were encouraged to strengthen their leadership abilities and actively develop professional networks. The session helped students understand that successful aquapreneurship requires not only technical knowledge but also effective leadership, collaboration, and strategic connections.



“A successful aquapreneur leads with vision, grows through collaboration, and builds success through meaningful networks.”

***— Dr. Ashish Sharma
Professor, University Institute of
Management, RD University***



Technical Session

Technical Session 8: Government Schemes, Institutional Support and Financial Assistance for Fisheries Startups

The session on “Government Schemes, Institutional Support and Financial Assistance for Fisheries Startups” was delivered by Mr. Girish Meshram, Joint Director, Department of Fisheries, Madhya Pradesh. The session provided participants with valuable insights into the various government schemes, institutional support mechanisms, subsidies, and financial assistance available for aspiring fisheries entrepreneurs.

Mr. Meshram explained the importance of understanding scheme eligibility, financial assistance, application procedures, and institutional support while planning and establishing fisheries enterprises. He highlighted the role of government initiatives in encouraging entrepreneurship, supporting infrastructure development, promoting aquaculture activities, and strengthening fisheries-based businesses.

The session helped participants gain a better understanding of the support ecosystem available for fisheries startups and encouraged them to explore suitable schemes and financial avenues for their entrepreneurial ideas. The interactive discussion enabled students to clarify their queries regarding government support, funding opportunities, and fisheries entrepreneurship in Madhya Pradesh.



“Government support becomes meaningful when young entrepreneurs are equipped to identify opportunities and effectively utilise the schemes available to them.”

***— Mr. Girish Meshram
Joint Director, Department of Fisheries,
Madhya Pradesh***

Technical Session

Technical Session 9: Business Model Canvas and Business Plan Preparation

The session on “Business Model Canvas and Business Plan Preparation” was delivered by Dr. Deepak Rathi, Professor and Head, JNKVV. The session focused on helping participants understand the essential elements involved in converting an entrepreneurial idea into a structured and viable business model.

Dr. Rathi introduced participants to the key components of the Business Model Canvas, including customer segments, value propositions, channels, customer relationships, revenue streams, key resources, activities, partnerships, and cost structure. He explained how these elements can be connected to develop a clear understanding of how a business will create, deliver, and capture value.

The session also covered the importance of market analysis, financial planning, resource identification, risk assessment, and implementation strategies while preparing a business plan. Through practical examples and interactive discussions, participants gained confidence in structuring their own business ideas and evaluating their feasibility. The session encouraged students to approach entrepreneurship with systematic planning, market orientation, and financial clarity.



“A good business idea becomes a viable enterprise when it is supported by a clear model, careful planning, and a strong understanding of the market.”

***— Dr. Deepak Rathi
Professor and Head, JNKVV***

Technical Session

Technical Session 10 : Understanding Your Customer – Customer Persona & Empathy Mapping for Fisheries Startups

The session on “Understanding Your Customer: Customer Persona & Empathy Mapping for Fisheries Startups” was facilitated by Dr. Nivedha C. K. The session focused on developing a customer-centric approach among participants and helping them understand how customer needs, preferences, expectations, and challenges influence the success of a fisheries enterprise.

Dr. Nivedha introduced participants to the concepts of customer persona and empathy mapping and explained how these tools can help entrepreneurs identify their target customers and understand their behaviour. Participants explored customer profiles based on their needs, preferences, pain points, purchasing behaviour, and expectations, with examples relevant to fisheries and aquaculture businesses.

The session further highlighted the importance of customer feedback, market understanding, product positioning, and value proposition while developing fisheries startups. Through interactive activities and discussions, participants analysed potential customer groups and explored ways to design products and services that address real market needs. The session encouraged participants to move beyond product-focused thinking and develop customer-driven, innovative, and sustainable business ideas.



“A successful startup begins by understanding the problem of the customer and creating a solution that truly adds value to their lives.”

— Dr. Nivedha C. K.

Innovation Research Fellow, MANAGE-FISHub



Technical Session

Technical Session II : Startup Success Story: Interacting with a Fisheries Entrepreneur

The session on “Startup Success Story: Interacting with a Fisheries Entrepreneur” featured Mr. Aditya Pande, an aquaculture and agribusiness professional associated with fish nutrition and innovative fish feed initiatives. The session provided participants with an opportunity to understand the practical realities of building and developing an enterprise within the fisheries and aquaculture sector.

Mr. Pande shared insights from his professional experience, with particular emphasis on fish nutrition, quality feed, floating feed concepts, and efficient aquaculture practices. He explained how the use of balanced and nutritionally appropriate feed can support better fish growth, improve feed utilisation, reduce wastage, and contribute to better pond management. The discussion also highlighted the growing opportunities for innovative fish feed solutions and aquaculture-related businesses in Madhya Pradesh.

The interaction gave students an opportunity to learn about the challenges, opportunities, and practical considerations involved in fisheries entrepreneurship. Mr. Pande encouraged participants to identify real problems faced by farmers, develop practical solutions, and convert sectoral challenges into innovative business opportunities. The session concluded with an engaging interaction, where participants discussed aquaculture practices, fish nutrition, entrepreneurship, and the scope for innovation in the fisheries sector.



“Entrepreneurship begins when we identify a real problem faced by farmers and develop a practical solution that creates measurable value.”

**— Mr. Aditya Pande
Founder, Clever Fish Foods**

Valedictory Session

The two-day Aqua Yuva – Fisheries Entrepreneurship Development Programme concluded with a valedictory session held at the College of Fisheries, Nanaji Deshmukh Veterinary Science University (NDVSU), Jabalpur, in the presence of esteemed dignitaries, faculty members, and enthusiastic participants.

Dr. S. K. Mahajan, Professor, COFS, NDVSU, graced the occasion and delivered the valedictory remarks. Dr. Sona Dubey, Associate Professor, NDVSU, along with faculty members, were also present during the session.

Dr. Nivedha C. K., Programme Coordinator, presented a brief report summarising the key technical sessions, interactive activities, and student business idea presentations conducted during the two-day programme. She highlighted the active participation, innovative thinking, and growing entrepreneurial interest demonstrated by the students throughout the programme. Certificates were distributed to all participants, marking the successful completion of the training programme.

The programme concluded on a positive and inspiring note with a formal Vote of Thanks delivered by Dr. Nivedha C. K., expressing sincere gratitude to the university authorities, Dean, faculty members, resource persons, organising team, and participants for their valuable support and cooperation.



Programme Highlights & Media Coverage

The Aqua Yuva – Fisheries Entrepreneurship Development Programme received notable media coverage, highlighting its focus on fisheries entrepreneurship, innovation and startup opportunities. The coverage showcased active student participation and the collaborative efforts of MANAGE-FISHub and College of Fisheries, NDVSU, Jabalpur.

वी यू-मत्स्य विज्ञान महाविद्यालय में दो दिवसीय राष्ट्रीय "AQUA YUVA" उद्यमिता अभिविन्यास कार्यक्रम का शुभारंभ

नानाजी देशमुख पशुचिकित्सा विज्ञान विश्वविद्यालय, जबलपुर के माननीय कुलपति डॉ. मन्दीप शर्मा जी की अतिथि में तथा मैनेज फिश हब निदेशक डॉ. सखनन राज जी के कुशल मार्गदर्शन में मत्स्य विज्ञान महाविद्यालय, जबलपुर एवं राष्ट्रीय कृषि विस्तार प्रबंध संस्थान, हैदराबाद (कृषि एवं किसान कल्याण मंत्रालय, भारत सरकार) के संयुक्त तत्वाधान में दो दिवसीय राष्ट्रीय प्रशिक्षण कार्यक्रम का शुभारंभ अभिषिष्टा डॉ. एस. के. महाजन, डॉ. निवेदा सी. के. डॉ. रैपल नागया एवं प्राध्यापकों द्वारा मौ. सरस्वती के समक्ष दीप प्रज्वलन के साथ किया गया। कार्यक्रम की समन्वयक डॉ. सोना दुबे के नेतृत्व में आयोजित इस गरिमामयी प्रशिक्षण कार्यक्रम में विषय विशेषज्ञों ने विद्यार्थियों को आधुनिक मत्स्यकी के क्षेत्र में नवाचार और स्व-रोजगार अपनाने के लिए प्रेरित किया; जिसके अंतर्गत MANAGE-FISHub के निदेशक डॉ. सखनन राज ने ऑनलाइन जुड़कर संस्था द्वारा संचालित योजनाओं, इन्क्यूबेशन सपोर्ट एवं फंडिंग के अवसरों की जानकारी दी, महाविद्यालय के अधिष्ठाता डॉ. एस. के. महाजन ने भारतीय मत्स्य क्षेत्र में उद्यमिता के उभरते अवसरों व संभावनाओं पर प्रकाश डाला, जवाहरलाल नेहरू कृषि विश्वविद्यालय के प्रोफेसर डॉ. मोहन सिंह एवं डॉ. पी. के. सिंह (विभागाध्यक्ष, स्लू) ने मत्स्य प्रसंस्करण एवं वैल्यू एडिशन द्वारा आय बढ़ाने के गुर सिखाए, डॉ. सोना दुबे ने एक्वाकल्चर में स्मार्ट फार्मिंग, डू एवं डूगल के आधुनिक अनुप्रयोगों के प्रयोग को रेखांकित किया, ICAR-ATARI की डॉ. निधि कटरे ने डिजिटल मार्केटिंग, ब्रांडिंग एवं ई-कॉमर्स प्लेटफॉर्म के उपयोग पर मार्गदर्शन प्रदान किया, MANAGE-FISHub की इन्वेंशन रिसर्च फेलो डॉ. निवेदा सी. के. ने बिजनेस आइडिया जनरेशन एवं टीम फॉर्मेशन विषय पर व्यावहारिक गतिविधियाँ संचालित कीं। इस गरिमामयी अवसर पर डॉ. प्रीति मिश्रा, श्री शिवमोहन सिंह, श्री सल्वेद कटारा, श्री अनिल केवट, प्रिथ्वी गौतम, प्रतीक कुमार तिवारी (टीचिंग एसोसिएट), श्री शुभम पाटीदार, रंजीत पटेल, परम रैकवार सहित आयोजन समिति के सभी सदस्य, प्राध्यापकगण, शोधार्थी एवं बड़ी संख्या में छात्र-छात्राएं विशेष रूप से उपस्थित रहे।



छात्रों ने मत्स्य क्षेत्र में उद्यमिता के सीखे गुर

नानाजी देशमुख पशुचिकित्सा विज्ञान विश्वविद्यालय (वीयू) के मत्स्य विज्ञान महाविद्यालय में दो दिवसीय राष्ट्रीय प्रशिक्षण कार्यक्रम 'एक्वा युवा' इंटरनैशनल ओरिएंटेशन प्रोग्राम फॉर फिशरिज स्टूडेंट्स का शुभारंभ हुआ। यह आयोजन राष्ट्रीय कृषि विस्तार प्रबंध संस्थान (मैनेज), हैदराबाद के संयुक्त तत्वाधान में आयोजित किया जा रहा है। प्रशिक्षण का आयोजन कुलपति डॉ. मन्दीप शर्मा की प्रेरणा एवं डॉ. वीयू के मत्स्य विज्ञान कालेज में एक्वा युवा का आगाज। सखनन राज के मार्गदर्शन में डॉ. सोना दुबे के समन्वय में हो रहा है। कार्यक्रम का उद्घाटन महाविद्यालय के अधिष्ठाता डॉ. एसके महाजन, डॉ. निवेदा सी.के. एवं डॉ. रैपल नागया ने किया। अधिष्ठाता डॉ. एसके महाजन ने मत्स्य क्षेत्र में उद्यमिता की संभावनाओं पर विचार व्यक्त किए। जेल्नेकेविय के प्रोफेसर डॉ. मोहन सिंह एवं डॉ. पी.के. सिंह ने मत्स्य प्रसंस्करण से आय बढ़ाने के तरीके बताए। डॉ. सोना दुबे ने स्मार्ट फार्मिंग व एआई तकनीक तथा डॉ. निधि कटरे ने डिजिटल मार्केटिंग व ई-कॉमर्स पर मार्गदर्शन दिया। वहीं डॉ. निवेदा सी.के. ने बिजनेस आइडिया व टीम फॉर्मेशन पर गतिविधियाँ कराईं। कार्यक्रम में डॉ. प्रीति मिश्रा, शिवमोहन सिंह, सल्वेद कटारा, अनिल केवट, प्रिथ्वी गौतम, प्रतीक कुमार तिवारी, शुभम पाटीदार, रंजीत पटेल एवं परम रैकवार सहित अन्य उपस्थित रहे।

मत्स्य प्रसंस्करण और वैल्यू एडिशन से आय बढ़ाने के सिखाए गुर

जबलपुर, डेली खेडडूक। नानाजी देशमुख पशुचिकित्सा विज्ञान विश्वविद्यालय के कुलपति डॉ. मन्दीप शर्मा जी की अतिथि में तथा मैनेज फिश हब निदेशक डॉ. सखनन राज के कुशल मार्गदर्शन में मत्स्य विज्ञान महाविद्यालय एवं राष्ट्रीय कृषि विस्तार प्रबंध संस्थान, हैदराबाद के संयुक्त तत्वाधान में दो दिवसीय राष्ट्रीय प्रशिक्षण कार्यक्रम एक्वा युवा का शुभारंभ अभिषिष्टा डॉ. एसके महाजन, डॉ. निवेदा सी.के., डॉ. रैपल नागया एवं प्राध्यापकों द्वारा मौ. सरस्वती के समक्ष दीप प्रज्वलन के साथ किया गया। कार्यक्रम की समन्वयक डॉ. सोना दुबे के नेतृत्व में आयोजित कार्यक्रम में विषय विशेषज्ञों ने विद्यार्थियों को आधुनिक मत्स्यकी के क्षेत्र में नवाचार और स्व-रोजगार अपनाने के लिए प्रेरित किया; जिसके अंतर्गत मैनेज का निदेशक डॉ. सखनन राज ने ऑनलाइन जुड़कर संस्था द्वारा संचालित योजनाओं, इन्क्यूबेशन सपोर्ट एवं फंडिंग के अवसरों की जानकारी दी, महाविद्यालय के अधिष्ठाता डॉ. एस. के. महाजन ने भारतीय मत्स्य क्षेत्र में उद्यमिता के उभरते अवसरों व संभावनाओं पर प्रकाश डाला। जेल्नेकेविय के प्रोफेसर डॉ. मोहन सिंह एवं डॉ. पी.के. सिंह ने मत्स्य प्रसंस्करण एवं वैल्यू एडिशन द्वारा आय बढ़ाने के गुर सिखाए, डॉ. सोना दुबे ने एक्वाकल्चर में स्मार्ट फार्मिंग के आधुनिक अनुप्रयोगों के प्रयोग को रेखांकित किया। डॉ. निधि कटरे ने डिजिटल मार्केटिंग, ब्रांडिंग एवं ई-कॉमर्स प्लेटफॉर्म के उपयोग पर मार्गदर्शन प्रदान किया। इन्वेंशन रिसर्च फेलो डॉ. निवेदा सी. के. ने बिजनेस आइडिया जनरेशन एवं टीम फॉर्मेशन विषय पर व्यावहारिक गतिविधियाँ संचालित कीं। इस गरिमामयी अवसर पर डॉ. प्रीति मिश्रा, श्री शिवमोहन सिंह, श्री सल्वेद कटारा, श्री अनिल केवट, प्रिथ्वी गौतम, प्रतीक कुमार तिवारी, शुभम पाटीदार, रंजीत पटेल, परम रैकवार सहित आयोजन समिति के सभी सदस्य, प्राध्यापकगण, शोधार्थी एवं बड़ी संख्या में छात्र-छात्राएं विशेष रूप से उपस्थित रहे।



11 पीपुल्स समाचार

बदलते जमाने का अखबार
जबलपुर
दफ्त. २३.००
०६०८ ८२ ३३० २२
सुदीपन चौक
जबलपुर
जिला

एक्वाकल्चर में नवाचार : फिश प्रोसेसिंग से बढ़ेगी कमाई

फिशरी साइंस कॉलेज में एक्वा युवा कार्यक्रम आयोजित
मत्स्य क्षेत्र में फिश प्रोसेसिंग और वैल्यू एडिशन के माध्यम से आय बढ़ाने के लिए आधुनिक तकनीकों के जटिल संयोजन के अवसरों को बढ़ावा देने को लेकर फिशरी साइंस कॉलेज में एक्वाकल्चर में नवाचार की पहलवा ललाई गई। इस पहलवा में विद्यार्थियों को विभिन्न क्षेत्रों में मत्स्य क्षेत्र में उद्यमिता के अवसरों की जानकारी दी। डॉ. निधि कटरे ने डिजिटल मार्केटिंग, ब्रांडिंग एवं ई-कॉमर्स प्लेटफॉर्म के उपयोग पर मार्गदर्शन दिया। डॉ. निवेदा सी.के. ने बिजनेस आइडिया जनरेशन एवं टीम फॉर्मेशन विषय पर व्यावहारिक गतिविधियाँ संचालित कीं। इस गरिमामयी अवसर पर डॉ. प्रीति मिश्रा, श्री शिवमोहन सिंह, श्री सल्वेद कटारा, श्री अनिल केवट, प्रिथ्वी गौतम, प्रतीक कुमार तिवारी, शुभम पाटीदार, रंजीत पटेल, परम रैकवार सहित आयोजन समिति के सभी सदस्य, प्राध्यापकगण, शोधार्थी एवं बड़ी संख्या में छात्र-छात्राएं विशेष रूप से उपस्थित रहे।



राष्ट्रीय एक्वा युवा उद्यमिता अभिविन्यास कार्यक्रम विशेषज्ञों ने आधुनिक मत्स्यकी में नवाचार की दी जरूरी जानकारी



जबलपुर (आरएनएन)। मत्स्य विज्ञान कालेज में संयोजित दो दिवसीय राष्ट्रीय एक्वा युवा उद्यमिता अभिविन्यास कार्यक्रम का शुभारंभ हुआ। नानाजी देशमुख पशुचिकित्सा विज्ञान विश्वविद्यालय के कुलपति डॉ. मन्दीप शर्मा जी की अतिथि में तथा मैनेज फिश हब निदेशक डॉ. सखनन राज के मार्गदर्शन में आयोजित कार्यक्रम में विद्यार्थियों को आधुनिक मत्स्यकी में नवाचार, उद्यमिता और स्वरोजगार की संभावनाओं की जानकारी दी गई। कार्यक्रम का आयोजन मत्स्य विज्ञान कालेज एवं राष्ट्रीय कृषि विस्तार प्रबंध संस्थान, हैदराबाद के संयुक्त तत्वाधान में किया जा रहा है। अधिष्ठाता डॉ. एसके महाजन, डॉ. निवेदा सी.के., डॉ. रैपल नागया सहित प्राध्यापकों की मौजूदगी में कार्यक्रम का शुभारंभ हुआ।

Orientation Programme 'AQUA YUVA' inaugurated at College of Fisheries



Guests and officials seen with the participants of national training programme.
A TWO-DAY national training programme, AQUA YUVA: Entrepreneurship Orientation Programme for Fisheries Students, began at the College of Fisheries, Jabalpur, under the Ministry of Agriculture and Farmers Welfare, Government of India. The event is being held under the leadership of Dr. Manoj Sharma, Vice-Chancellor of ICAR-ATARI and guidance of Dr. Sarwanan Raj, Director, MANAGE-FISHub. The inaugural ceremony was conducted by Dean Dr. S. K. Mahajan, Dr. Nivedha C.K. Dr. Rajal Nagaya and faculty members with the traditional lighting of the lamp before Goddess Saraswati. The programme is being coordinated by Dr. Sonu Dubey. During the sessions, experts highlighted emerging opportunities in fisheries entrepreneurship. Dr. Sarwanan Raj, who joined online, explained incubation support, institutional schemes and funding opportunities available through MANAGE-FISHub. Dr. Mahajan discussed the growing scope of entrepreneurship in Indian fisheries sector, while INKV experts Dr. Mohan Singh and Dr. P. K. Singh spoke on fish processing and value addition for enhancing income. Dr. Sonu Dubey highlighted smart farming, AI and IoT applications in aquaculture. Dr. Nidhi Katre of ICAR-ATARI provided guidance on digital marketing, branding and e-commerce, while Dr. Nivedha C.K. conducted practical activities on business idea generation and team formation. Faculty members, researchers and a large number of students attended the programme.

AquaTalks Capturing Voices from Aqua Yuva

As part of the Aqua Yuva – Fisheries Entrepreneurship Development Programme at the College of Fisheries, NDVSU, Jabalpur, the AquaTalks initiative of MANAGE-FISHub featured a series of engaging podcast conversations hosted by Dr. Nivedha C. K., Innovation Research Fellow, MANAGE-FISHub.

The podcast conversations included Aqua Yuva resource persons, fisheries startup founders, and students of the College of Fisheries, covering diverse perspectives on fisheries entrepreneurship, aquaculture, innovation, business opportunities, career pathways, and emerging trends in the sector. Startup founders shared their entrepreneurial journeys and practical experiences, while students reflected on their learning, aspirations, and interest in fisheries entrepreneurship.

AquaTalks, brought together expert insights, entrepreneurial experiences, and student voices, creating a digital knowledge resource and extending the learning and experiences of the Aqua Yuva programme to a wider audience through MANAGE-FISHub Youtube Channel.





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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)

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<https://www.manage.gov.in/managefishub/>



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