

MANAGE-FISHub's
Fisheries Entrepreneurship Development Programme (FEDP)

AQUA UDHYAMI

*Entrepreneurship Orientation Programme for Fishers
and Aquapreneurs*

In collaboration with



Chaudhary Charan Singh
Haryana Agricultural University
Hisar, Haryana

Fisheries Entrepreneurship Development Programme (FEDP)
Entrepreneurship Orientation Programme for Fishers and Aquapreneurs
19 February 2026



MANAGE (A National Fisheries Incubation Centre) National





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



MANAGE-FISHub
Aqua Yuva



MANAGE-FISHub
Aqua Udhyaami



CCS HAU

Chaudhary Charan Singh Haryana Agricultural University (CCSHAU) is the apex agricultural institution in Haryana, contributing significantly to education, research, and extension in agriculture and allied sciences, including fisheries. The University was established in 1970 and is headquartered in Hisar, Haryana. CCSHAU aims to strengthen the agricultural and allied sectors through skilled human resource development, problem-oriented research, and effective dissemination of technologies to farmers and stakeholders. The University offers Undergraduate, Postgraduate, and Doctoral programmes, including Bachelor of Fisheries Science (B.F.Sc.), along with advanced studies in Agriculture, Agricultural Engineering, Basic Sciences, Community Science, and allied disciplines, supporting sustainable agriculture and fisheries development in the state.

Objectives

1

To produce trained graduates equipped with modern techniques and management practices in Fisheries

2

To develop entrepreneurial outlook in graduates for optimal utilization of natural resources

3

To provide quality education, research and training in fish breeding, value-added products and aquaponics, etc.

4

To prepare graduates to face challenges in the fast-developing fisheries sector at national and international levels



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



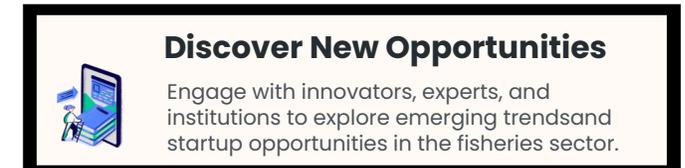
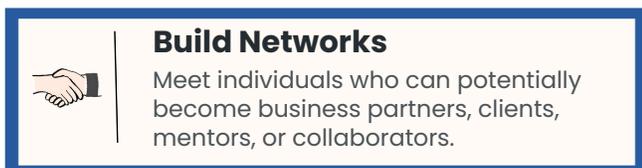
Fisheries Startups &
Aquapreneurs



Focus areas



Key Takeaways





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 with Chaudhary Charan Singh Haryana Agricultural University (CCSHAU), Hisar, Haryana. The programme was successfully conducted on 19th February at the College of Fisheries Sciences, CCSHAU, Hisar.

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 CCSHAU. The programme was conducted under the guidance of MANAGE and coordinated through MANAGE-FISHub, with logistical and institutional support extended by the College of Fisheries Sciences, CCSHAU.

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 Haryana 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.





Inaugural Session

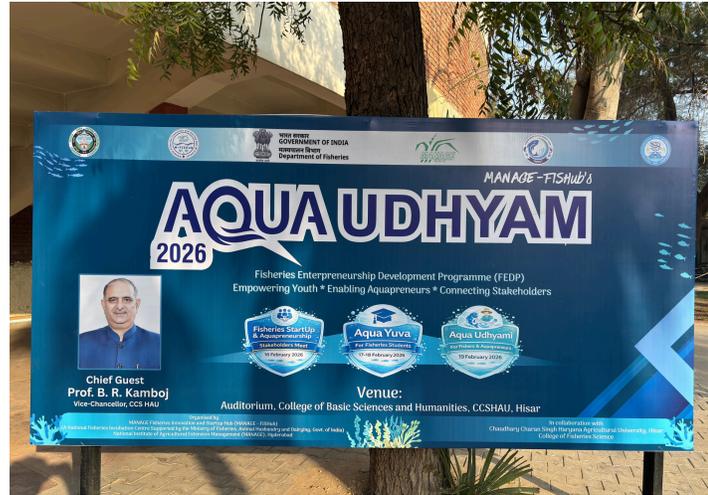
The Aqua Udhyaami – Fisheries Entrepreneurship Development Programme was formally inaugurated on February 16 at the College of Basic Sciences & Humanities Auditorium, Chaudhary Charan Singh Haryana Agricultural University (CCSHAU), Hisar, as part of the Fisheries Startup & Aquapreneurship Stakeholder Meet.

The inaugural session began with a Welcome Address by Dr. Rajesh Gera, Dean, College of Fisheries Science, CCSHAU. This was followed by an overview of MANAGE-FISHub initiatives and programme objectives delivered by Dr. Saravanan Raj, Director (Agricultural Extension) & CEO, National Institute of Agricultural Extension Management (MANAGE), Hyderabad.

The Presidential Remarks were delivered by Prof. B. R. Kamboj, Vice-Chancellor, CCSHAU, who emphasized the importance of innovation, entrepreneurship, and institutional collaboration in strengthening the fisheries and aquaculture sector. He encouraged students to explore startup opportunities and contribute to sectoral growth through enterprise development.

The session concluded with a Vote of Thanks by Dr. Rachna Gulati, Officer In-Charge, College of Fisheries Science, CCSHAU.

The inauguration set a strong foundation for Aqua Udhyaami, inspiring fishfarmers, fisheries youth to actively participate in the subsequent technical sessions and entrepreneurial activities.





Technical Session

Dr. Nitish Bansal delivered an insightful session on the theme “Fisheries as an Enterprise: Opportunities and Challenges” during the Aqua Udyami-Fisheries Entrepreneurship Development Programme.

The session emphasized the transformation of fisheries from a traditional livelihood activity to a structured and market-oriented enterprise. Dr. Bansal highlighted the vast opportunities available across the fisheries value chain, including seed production, feed management, grow-out farming, value addition, processing, branding, and direct marketing. He encouraged participants to adopt an entrepreneurial approach by identifying niche markets, improving productivity, and exploring innovative technologies.

At the same time, he discussed key challenges faced by fish farmers and aquapreneurs, such as fluctuating market prices, disease management, input cost variations, limited market linkages, and financial risks. He stressed the importance of proper planning, risk assessment, record keeping, and adoption of scientific practices to overcome these challenges.

Through practical examples and field-based insights, the session motivated participants to view fisheries not merely as production activity but as a scalable enterprise with long-term growth potential. The interaction enhanced participants’ understanding of balancing opportunities with risks while building sustainable and profitable fisheries businesses.



“Fisheries becomes successful when we treat it not just as farming, but as a planned and profit-oriented enterprise.”

***– Dr. Nitish Bansal
Assistant Scientist, CCSHAU***



Technical Session

Mr. Amit Kale delivered an informative session on “Government Schemes, Institutional Support, and Financial Assistance” during the Aqua Udyami – Fisheries Entrepreneurship Development Programme. The session focused on creating awareness among fish farmers, fisheries youth, and aspiring aquapreneurs about various government schemes and institutional support mechanisms available for fisheries and aquaculture enterprises. He explained the importance of leveraging financial assistance and subsidy-linked programmes to establish and expand fisheries businesses.

Mr. Kale highlighted key components of project preparation, eligibility criteria, documentation requirements, and the process of accessing bank credit and institutional funding. Emphasis was placed on preparing viable and bankable project proposals, maintaining financial discipline, and understanding repayment structures. He also discussed the role of financial institutions, government departments, and support agencies in promoting entrepreneurship in the fisheries sector.

The session enabled participants to gain clarity on available financial pathways, risk management, and the importance of proper planning before availing subsidies or loans. Through practical guidance and real-world insights, the session strengthened participants’ confidence to approach institutional agencies for financial assistance and support.

Overall, the session enhanced awareness about funding opportunities and institutional mechanisms, encouraging participants to move forward with structured and financially viable fisheries enterprises.



“Financial support is effective only when combined with proper planning and informed decision-making.”

***– Mr. Amit Kale
Incubation Manager IILM
Incubation Centre Gurugram***



Technical Session

Mr. Amit Kale delivered an engaging session on “Branding and Market Linkages” during the Aqua Udyami – Fisheries Entrepreneurship Development Programme.

The session emphasized the importance of branding and effective market connections in transforming fisheries from a production activity into a profitable enterprise. He explained how branding helps in building customer trust, product differentiation, and long-term market presence. Participants were guided on creating a unique identity for their fisheries products through proper packaging, quality assurance, labeling, and consistent communication. Mr. Kale highlighted the significance of understanding market demand, identifying target customers, and selecting appropriate marketing channels such as local markets, wholesale buyers, direct-to-consumer sales, and digital platforms. He stressed the need for value addition, maintaining quality standards, and ensuring timely supply to build strong and reliable market linkages.

The session provided practical insights into pricing strategies, customer relationships, and expanding market reach. Participants gained clarity on how effective branding and strong market networks can enhance profitability, reduce dependency on intermediaries, and ensure sustainable income growth.

Overall, the session encouraged fish farmers and aspiring aquapreneurs to move beyond production and adopt a market-oriented approach for enterprise success.



“Production creates output, but branding and market linkages create value.”

**– Mr. Amit Kale
Incubation Manager
IILM Incubation
Centre Gurugram**



Technical Session

Dr. Anupam Anand delivered an insightful session on “Entrepreneurial Skills and Risk Management” during the Aqua Udyami – Fisheries Entrepreneurship Development Programme.

The session focused on developing essential entrepreneurial competencies required for successfully managing fisheries enterprises. Dr. Anand emphasized that beyond technical knowledge, successful entrepreneurship requires leadership skills, decision-making ability, problem-solving orientation, financial discipline, and adaptability to changing market conditions.

He elaborated on different types of risks faced in fisheries enterprises, including production risks, market fluctuations, financial uncertainties, and environmental challenges. Participants were guided on practical risk management strategies such as proper planning, diversification, scientific farm management practices, maintaining records, insurance coverage, and building strong market linkages.

Dr. Anand encouraged participants to adopt a proactive approach towards enterprise management, highlighting that calculated risk-taking is an integral part of entrepreneurial success. Through practical examples and interactive discussions, the session strengthened participants’ confidence in handling uncertainties while building sustainable fisheries enterprises.

Overall, the session reinforced the importance of combining entrepreneurial mindset with strategic risk management for long-term business sustainability.



“Entrepreneurship is not about avoiding risk, but about managing it wisely.”

**– Dr. Anupam Anand
Asstt. Prof.
CCSHAU, Hisar**



Validictory Session

The one-day Aqua Udyami – Fisheries Entrepreneurship Development Programme concluded with a valedictory session held at the College of Fisheries Sciences, CCSHAU, Hisar, in the presence of distinguished dignitaries, faculty members, and enthusiastic participants.

Dr. Rajesh Gera, Dean, College of Fisheries Sciences, CCSHAU, graced the occasion as the Chief Guest and delivered the valedictory remarks. Dr. Dhalip Bishnoi, Head of the Department, along with faculty members, was also present during the session.

Dr. Nivedha C K, Programme Coordinator, presented a brief report summarizing the key technical sessions, interactive discussions, and major learning outcomes of the programme. She highlighted the active participation of fish farmers, fisheries youth, and aspiring aquapreneurs, and emphasized the importance of enterprise orientation, branding, market linkages, and financial planning discussed during the sessions.

In his valedictory address, the Chief Guest appreciated the initiative of Aqua Udyami in strengthening entrepreneurial capabilities among fish farmers and fisheries youth.

As a gesture of appreciation, a memento was presented by the Chief Guest to Dr. Nivedha C K, Programme Coordinator. The valedictory session marked the successful completion of the Aqua Udyami programme in Hisar, Haryana, leaving participants motivated to strengthen and scale their fisheries enterprises.





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