

MANAGE-FISHub's

Fisheries Entrepreneurship Development Programme (FEDP)

AQUA YUVA

Entrepreneurship Orientation Programme for Fisheries Students

In collaboration with



**Chaudhary Charan Singh
Haryana Agricultural University
Hisar, Haryana**



17-18 February, 2026

**College of Fisheries Science
CCS HAU, Hisar**





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 Udhyami



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 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**



**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

National Institute of Agricultural Extension Management (MANAGE), through its Fisheries Innovation and Startup Hub – MANAGE-FISHub, proposed a collaboration with Chaudhary Charan Singh Haryana Agricultural University (CCSHAU) to conduct the Aqua Yuva – Fisheries Entrepreneurship Development Programme for fisheries students in Haryana. Following acceptance from the university authorities, the programme was scheduled and successfully conducted on 17th and 18th February at the College of Fisheries Sciences, CCSHAU, Hisar, Haryana.



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 CCSHAU, faculty members of the College of Fisheries Sciences extended support in coordinating logistics, mobilizing students, and facilitating the smooth conduct of the programme.



The programme announcement was circulated among Undergraduate, Postgraduate, and Ph.D. fisheries students of CCSHAU 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.

A total of 60 participants registered through the online link, and all 60 participants attended the two-day programme. The participants comprised fisheries students from CCSHAU, Haryana, along with students from Guru Angad Dev Veterinary and Animal Sciences University (GADVASU), Punjab.



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.



Inaugural Session

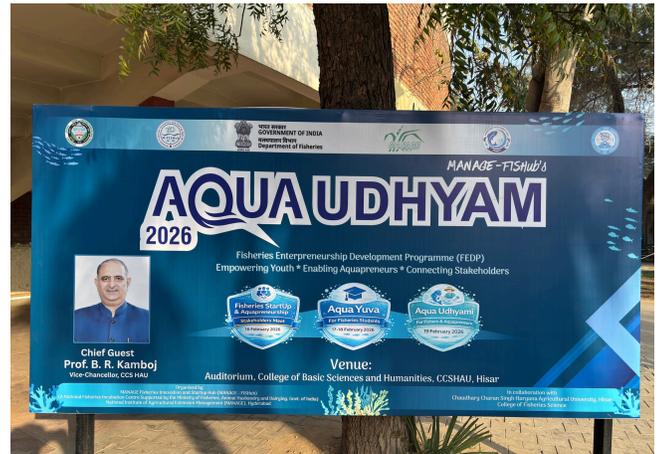
The Aqua Yuva – Fisheries Entrepreneurship Development Programme was formally inaugurated on February 16 at the College of Basic Sciences & Humanities Auditorium, Chaudhary Charan Singh Haryana Agricultural University (CCSHAU), Hisar, as part of the Fisheries Startup & Aquapreneurship Stakeholder Meet.

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 Yuva, inspiring students to actively participate in the subsequent technical sessions and entrepreneurial activities.



Technical Session

Day 1

Dr. Anupam Anand, Assistant Professor (Fisheries Extension), College of Fisheries Science, Chaudhary Charan Singh Haryana Agricultural University, delivered a session highlighting the rapid transformation of the Indian fisheries sector and the expanding entrepreneurial opportunities emerging under the Blue Economy framework.

Emphasizing the concept of the Blue Economy, the address focused on the sustainable use of aquatic resources for economic growth while preserving ecosystems for future generations. He explained that fisheries development must integrate sustainability, innovation, equity, and resilience, encouraging students to view aquaculture not merely as a production activity but as a structured and scalable business opportunity.

He highlighted India's remarkable growth in fish production, its global leadership in aquaculture, and the increasing contribution of inland fisheries. Stressing the importance of policy support and institutional backing, he discussed initiatives such as PM-Matsya Kisan Samridhi Sah-Yojana, digital platforms for fisheries enterprises, institutional credit access, and insurance support mechanisms. The session encouraged students to explore entrepreneurship across the fisheries value chain, including production, value addition, digital services, and export-oriented enterprises, positioning fisheries as a future-ready and innovation-driven sector.



*"Fisheries is no longer just a livelihood sector; it is a **dynamic enterprise** opportunity driven by innovation and policy support"*

Dr. Anupam Anand
Asstt. Prof, CCSHAU.



Day 1

Technical Session

Mr. Satish Rohilla, Industrial Extension Officer, MSME Centre, Hisar, delivered a session focusing on government schemes and policy support mechanisms available for aspiring entrepreneurs, with special reference to PMEGP, PMFME, and the Haryana Enterprises & Employment Policy 2020.

The session provided detailed insights into the Prime Minister's Employment Generation Programme (PMEGP), highlighting financial assistance provisions for manufacturing and service sectors, eligibility conditions, and the online application process. Participants were informed about project cost limits, bank-linked term loans, subsidy components, and educational eligibility requirements. Emphasis was placed on the importance of preparing viable project proposals and understanding procedural aspects before approaching financial institutions.

Further, the Pradhan Mantri Formalisation of Micro Food Processing Enterprises (PMFME) Scheme was discussed, outlining credit-linked capital subsidies, seed capital assistance for SHGs, branding and marketing support, and common infrastructure development. The role of District Resource Persons (DRPs), District Level Committees (DLCs), and preparation of Detailed Project Reports (DPRs) was explained to help students understand the structured support system available for enterprise establishment.

The session also introduced key features of the Haryana Enterprises & Employment Policy 2020, which aims to promote industrial growth, employment generation, and entrepreneurial development within the state. The session enabled participants to gain practical awareness about financial schemes, subsidy mechanisms, and institutional procedures required to transform entrepreneurial ideas into funded and supported enterprises. It reinforced the importance of leveraging government-backed schemes for launching sustainable fisheries and allied sector businesses.



***“Financial support is available—
what matters most is a clear
business plan”***

**Mr. Satish Rohilla
Industrial Extension Officer
MSME Hisar**



Technical Session

Day 1

Dr. Nivedha C K, Innovation Research Fellow, conducted an interactive World Café Activity aimed at fostering entrepreneurial thinking and collaborative idea generation among the Aqua Yuva participants.

The activity was structured around thematic discussions on fisheries entrepreneurship opportunities, value-chain innovations, startup challenges, and potential business models in aquaculture and allied sectors. Participants were divided into groups and rotated across discussion tables, enabling dynamic exchange of ideas and cross-learning. The structured facilitation encouraged each group to deliberate, document insights, and refine concepts collectively.

Participants actively engaged in brainstorming sessions, shared innovative business ideas, and critically discussed practical challenges and possible solutions. The activity created an energetic and participatory learning environment where students confidently presented their perspectives and built upon each other's ideas. The discussions reflected creativity, problem-solving orientation, and a growing entrepreneurial mindset among the participants.

The World Café session effectively translated theoretical understanding into practical thinking, reinforcing the objective of Aqua Yuva to nurture future fisheries entrepreneurs and encourage students to explore enterprise creation with confidence and clarity.



“Entrepreneurship begins when ideas are shared, discussed, and shaped together.”

– Dr. Nivedha C K



Technical Session

Day 1

Mr. Ankit Ahlawat, Founder of Herbchick F&B Pvt. Ltd., delivered a session on “Business Model Canvas and Business Plan Preparation,” focusing on transforming innovative ideas into structured and scalable business ventures.

The session introduced participants to the concept of the Business Model Canvas (BMC) as a practical tool for visualizing and organizing key components of a business. He explained the nine essential elements of the canvas, including value proposition, customer segments, revenue streams, key activities, key resources, partnerships, cost structure, and customer relationships. Emphasis was placed on clearly identifying the problem, defining the target market, and designing a unique value proposition before investing resources into execution.

Mr. Ahlawat further elaborated on the importance of preparing a detailed and realistic business plan. He guided participants through essential components such as market analysis, competitor assessment, operational planning, financial projections, risk analysis, and funding strategies. Drawing from his entrepreneurial journey, he shared practical insights on validating business ideas, managing initial challenges, and adapting business models based on market feedback.

The session provided students with a structured understanding of how to convert fisheries-related ideas into feasible enterprise models. It strengthened their confidence in planning, financial thinking, and strategic decision-making, aligning with the broader objective of Aqua Yuva to promote youth-led entrepreneurship in the fisheries and allied sectors.



“A good idea becomes a successful enterprise only when it is structured, planned, and executed with clarity.”

**– Mr. Ankit Ahlawat
Founder
Herbchick F&B Pvt Ltd**



Technical Session

Day 2

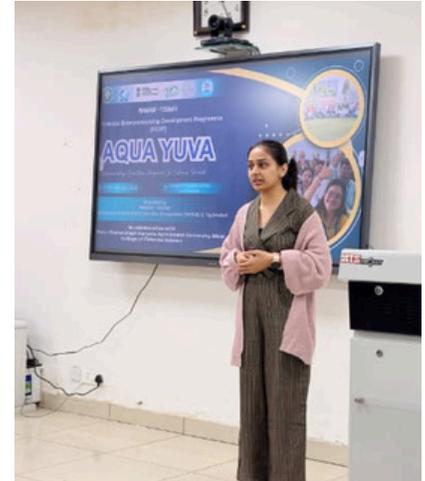
The second day of the Aqua Yuva – Fisheries Entrepreneurship Development Programme began with a Reflection Session, providing participants an opportunity to share their learning experiences from Day 1.

Participants actively expressed their insights and key takeaways from the previous day's technical sessions. Many highlighted that they gained clarity on identifying enterprise opportunities across the inland fisheries value chain and understood that entrepreneurship extends beyond fish production to areas such as value addition, marketing, digital branding, and institutional support systems.

Students reflected on the importance of structured business planning through the Business Model Canvas and recognized the significance of digital marketing in building brand identity and customer trust. Several participants mentioned that the sessions helped them shift their mindset from job-seeking to job-creating perspectives.

The discussion also brought forward participants' realization about the availability of government schemes, financial assistance, and institutional support mechanisms for fisheries startups. They expressed increased confidence in exploring entrepreneurial pathways with proper planning and guidance.

The reflection session created an open and participatory environment, encouraging students to articulate their learning, clarify doubts, and strengthen their entrepreneurial motivation. It reinforced the core objective of Aqua Yuva in nurturing informed, confident, and opportunity-driven young aquapreneurs.



Technical Session

Day 2

Dr. Subodh Agarwal delivered an insightful session on “Enterprise Opportunities across Inland Fisheries Value Chains,” focusing on identifying and exploring business prospects within the inland fisheries sector.

The session provided a comprehensive overview of the inland fisheries value chain, covering input supply, seed production, hatchery management, feed manufacturing, grow-out farming, harvesting, processing, value addition, marketing, and distribution. He emphasized that entrepreneurship opportunities exist at every stage of the value chain, not just in fish production, and encouraged students to think beyond conventional aquaculture practices.

Dr. Agarwal highlighted emerging areas such as ornamental fisheries, biofloc systems, integrated fish farming, fish-based value-added products, cold chain logistics, and digital marketing platforms. He stressed the importance of market linkage, demand assessment, and consumer preferences while designing a fisheries enterprise. Practical examples and case references were shared to demonstrate how innovative approaches and efficient value chain management can enhance profitability and sustainability.

The session broadened the participants' understanding of the fisheries ecosystem and enabled them to recognize diverse enterprise possibilities within inland fisheries. It motivated students to explore niche markets, adopt innovative technologies, and strategically position themselves as future aquapreneurs.



“Every link in the value chain holds an opportunity – success lies in identifying where you can create value.”

**– Dr. Subodh Agarwal
Asst Prof, CCSHAU**



Technical Session

Day 2

Mr. Ayush Prashar, Founder of Nextdot, delivered an engaging online session on “Digital Marketing and Branding for Fisheries Products,” highlighting the importance of building a strong digital presence for fisheries enterprises.

The session emphasized how digital platforms have transformed the way fisheries products are marketed and consumed. He explained the fundamentals of branding, including creating a unique brand identity, defining target audiences, designing attractive packaging, and communicating value propositions effectively. Participants were introduced to various digital marketing tools such as social media marketing, search engine optimization (SEO), content marketing, influencer collaborations, and online marketplaces.

Mr. Prashar stressed the need for storytelling in branding, particularly in fisheries, where aspects such as freshness, traceability, sustainability, and quality assurance play a crucial role in influencing consumer trust. He also discussed the use of short-form video content, customer testimonials, and consistent online engagement to build credibility and customer loyalty.

Practical insights were shared on developing cost-effective marketing strategies suitable for startups and student entrepreneurs. The session helped participants understand how digital marketing can expand market reach, enhance visibility, and create competitive advantages for fisheries products in both local and national markets.



“In today’s market, your product may be good – but your brand must be unforgettable.”

**– Mr. Ayush Prashar
Founder
Nextdot**



Technical Session

Day 2

Mr. Rakesh Rana, District Development Manager (DDM), NABARD, delivered an informative session on “Government Schemes, Institutional Support, and Financial Assistance,” focusing on financial inclusion and institutional mechanisms available for fisheries entrepreneurship.

The session provided a detailed overview of various government schemes and credit-linked subsidy programs supporting fisheries and aquaculture enterprises. He explained the role of banks, financial institutions, and development agencies in facilitating access to capital for startups and young entrepreneurs. Special emphasis was placed on preparing viable project proposals, understanding eligibility criteria, subsidy components, and repayment structures.

Mr. Rana elaborated on the role of NABARD in promoting rural entrepreneurship through refinancing support to banks, capacity-building initiatives, producer organization development, and credit planning. He highlighted the importance of credit discipline, financial literacy, and proper documentation while applying for financial assistance. The session also covered aspects of risk management, insurance, and institutional convergence for sustainable enterprise development.

Through practical guidance and field-level insights, the session enabled participants to understand how to leverage institutional support systems and financial schemes to establish and expand fisheries enterprises. It strengthened students’ awareness of funding pathways and encouraged them to approach entrepreneurship with financial preparedness and strategic planning.



“Financial support is available – preparedness and proper planning make it accessible.”

**– Mr. Rakesh Rana
DDM
NABARD**



Validictory Session

Day 2

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

Dr. Rachna Gulati, Officer In-Charge, College of Fisheries Sciences, graced the occasion as the Chief Guest. Dr. Dhalip Bishnoi, Head of the Department, along with faculty members, also attended the session.

Dr. Nivedha C K, Programme Coordinator, presented a brief report summarizing the key sessions, interactive activities, and student business idea presentations conducted over the two days. She highlighted the active participation, innovative thinking, and entrepreneurial interest demonstrated by the students throughout the programme.

In her valedictory address, the Chief Guest appreciated the initiative of Aqua Yuva in promoting entrepreneurship among fisheries students and encouraged them to utilize their technical knowledge to explore enterprise opportunities in the fisheries sector.

Certificates were distributed to all participants, marking the successful completion of the training programme.

The day ended on a positive and inspiring note with a formal Vote of Thanks delivered by Dr. Nivedha C K, expressing sincere gratitude to the Vice Chancellor, Dean, Head of the Department, resource persons, organizing team, and participants for their valuable support and cooperation.

The valedictory session marked the successful completion of the first Aqua Yuva programme conducted in Hisar, Haryana, leaving participants motivated to pursue entrepreneurial pathways in fisheries.





Publication Highlights

The programme also received media recognition, reflecting its impact and outreach in promoting fisheries entrepreneurship among youth.

हरिभूमि

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कार्यक्रम हकृवि में एक्वा युवा कार्यक्रम का हुआ समापन

मत्स्य क्षेत्र में उद्यम विकास व डिजिटल ब्रांडिंग पर गहन विचार-विमर्श

हरिभूमि न्यूज़ २४ हिस्वर



हिस्वर। प्रतिभागी अधिकारियों के साथ।

फोटो: हरिभूमि

हरियाणा कृषि विश्वविद्यालय एवं राष्ट्रीय कृषि विस्तार प्रबंधन संस्थान (मैन-ज-फिशरिज), हैदराबाद द्वारा आयोजित एक्वा युवा-मत्स्य उद्यमिता विकास कार्यक्रम के समापन अवसर पर मत्स्य क्षेत्र में उद्यम विकास, डिजिटल ब्रांडिंग तथा संस्थागत सहयोग प्रणालियों पर गहन विचार-विमर्श किया गया।

सहायक प्राध्यापक डॉ. सुबोध अग्रवाल ने मत्स्य बीज उत्पादन, जलीय कृषि संचालन, फीड एवं

इन्पुट सेवाएँ तथा विपणन जैसे विभिन्न क्षेत्रों में उपलब्ध उद्यमिता संभावनाओं के बारे में विस्तार से

प्रकाश डाला। उन्होंने छात्रों को मत्स्य क्षेत्र को एक समग्र एवं एकीकृत एप्रोचिजनेस प्रणाली के

रूप में देखने के लिए प्रेरित किया। नेक्स्ट-स्टेप के संस्थापक आयुष पराशर ने मत्स्य उत्पादों के लिए



हिजिटल मार्केटिंग एवं ब्रांडिंग विषय पर अपना व्याख्यान दिया।

उन्होंने ऑनलाइन प्लेटफॉर्म, रणनीतिक ब्रांड पॉजिशनिंग, उपभोक्ता सहभागिता तथा

सामूहिक आधारित विपणन रणनीतियों को रेखांकित किया, जो मत्स्य उद्यमों को बाजार पहुँच एवं प्रतिस्पर्धात्मक क्षमता को सुदृढ़ बनाती हैं।

युवाओं के लिए मत्स्य क्षेत्र में स्वरोजगार की अपार संभावनाएं: प्रो. बलदेव राज काम्बोज हकृवि में चार दिवसीय एक्वा उद्यम-2026 का हुआ शुभारंभ



चौधरी चरण सिंह हरियाणा कृषि विश्वविद्यालय और राष्ट्रीय कृषि विस्तार प्रबंधन संस्थान (मैन-ज-फिशरिज) द्वारा आयोजित एक्वा युवा-मत्स्य उद्यमिता विकास कार्यक्रम के अनावरण अवसर को मत्स्य उद्यमिता एवं विपणन विभाग के अध्यक्ष प्रो. बलदेव राज काम्बोज ने संबोधित किया।

प्रो. बलदेव राज काम्बोज ने मत्स्य क्षेत्र में उद्यम विकास, डिजिटल ब्रांडिंग तथा संस्थागत सहयोग प्रणालियों पर गहन विचार-विमर्श किया गया।

सहायक प्राध्यापक डॉ. सुबोध अग्रवाल ने मत्स्य बीज उत्पादन, जलीय कृषि संचालन, फीड एवं

इन्पुट सेवाएँ तथा विपणन जैसे विभिन्न क्षेत्रों में उपलब्ध उद्यमिता संभावनाओं के बारे में विस्तार से प्रकाश डाला। उन्होंने छात्रों को मत्स्य क्षेत्र को एक समग्र एवं एकीकृत एप्रोचिजनेस प्रणाली के रूप में देखने के लिए प्रेरित किया।

नेक्स्ट-स्टेप के संस्थापक आयुष पराशर ने मत्स्य उत्पादों के लिए डिजिटल मार्केटिंग एवं ब्रांडिंग विषय पर अपना व्याख्यान दिया। उन्होंने

ऑनलाइन प्लेटफॉर्म, रणनीतिक ब्रांड पॉजिशनिंग, उपभोक्ता सहभागिता तथा तकनीक आधारित विपणन रणनीतियों को रेखांकित किया, जो

मत्स्य उद्यमों को बाजार पहुँच एवं प्रतिस्पर्धात्मक क्षमता को सुदृढ़ बनाती हैं। नावाइड के उप विकास प्रबंधक राकेश राणा ने मत्स्य एवं जलीय कृषि उद्यमियों

के लिए उपलब्ध संसाधनों, संस्थागत सहयोग तथा वित्तीय सहायता पर एक विस्तृत व्याख्यान दिया। उन्होंने स्टार्ट-अप एवं नवोदित उद्यमों के लिए उपलब्ध ऋण सुविधाओं, अनुदान आधारित योजनाओं तथा संस्थागत

सहायता तंत्र की जानकारी दी। कार्यक्रम में विद्यार्थियों ने भी अपने विचार साझा किए। इस अवसर पर मत्स्य विज्ञान महाविद्यालय की अधिकारी प्रभावी

डॉ. रचना गुलाटी, तथा विभागाध्यक्ष डॉ. दर्पण कुमार बिस्नोई भी उपस्थित रहे। कार्यक्रम का संचालन डॉ. निवेशा सी के, इन्वोकेशन रिसर्च फेलो, मैन-ज-फिशरिज

द्वारा किया गया। इस अवसर पर डॉ. अनुपम आनंद सहायक प्राध्यापक एवं डॉ. नितीश बंसल सहायक वैज्ञानिक जो कि एक्वा युवा कार्यक्रम के समन्वयक हैं भी

उपस्थित रहे और प्रतिभागियों के साथ सत्रों के दौरान निरंतर संवाद किया।

Haribhoomi, Rohtak and Hisar, Haryana

हकृवि में एक्वा उद्यम 2026 की निरंतरता में दो दिवसीय एक्वा युवा कार्यक्रम शुरू

चिराग टाइम्स न्यूज़
हिस्वर। चौधरी चरण सिंह हरियाणा कृषि विश्वविद्यालय एवं राष्ट्रीय कृषि विस्तार प्रबंधन संस्थान (मैन-ज-फिशरिज) द्वारा आयोजित एक्वा युवा-मत्स्य उद्यमिता विकास कार्यक्रम के समापन अवसर पर मत्स्य क्षेत्र में उद्यम विकास, डिजिटल ब्रांडिंग तथा संस्थागत सहयोग प्रणालियों पर गहन विचार-विमर्श किया गया।

सहायक प्राध्यापक डॉ. सुबोध अग्रवाल ने मत्स्य बीज उत्पादन, जलीय कृषि संचालन, फीड एवं इन्पुट सेवाएँ तथा विपणन जैसे विभिन्न क्षेत्रों में उपलब्ध उद्यमिता संभावनाओं के बारे में विस्तार से प्रकाश डाला। उन्होंने छात्रों को मत्स्य क्षेत्र को एक समग्र एवं एकीकृत एप्रोचिजनेस प्रणाली के रूप में देखने के लिए प्रेरित किया। नेक्स्ट-स्टेप के संस्थापक आयुष पराशर ने मत्स्य उत्पादों के लिए डिजिटल मार्केटिंग एवं ब्रांडिंग विषय पर अपना व्याख्यान दिया। उन्होंने ऑनलाइन प्लेटफॉर्म, रणनीतिक ब्रांड पॉजिशनिंग, उपभोक्ता सहभागिता तथा तकनीक आधारित विपणन रणनीतियों को रेखांकित किया, जो मत्स्य उद्यमों को बाजार पहुँच एवं प्रतिस्पर्धात्मक क्षमता को सुदृढ़ बनाती हैं। नावाइड के उप विकास प्रबंधक राकेश राणा ने मत्स्य एवं जलीय कृषि उद्यमियों के लिए उपलब्ध संसाधनों, संस्थागत सहयोग तथा वित्तीय सहायता पर एक विस्तृत व्याख्यान दिया। उन्होंने स्टार्ट-अप एवं नवोदित उद्यमों के लिए उपलब्ध ऋण सुविधाओं, अनुदान आधारित योजनाओं तथा संस्थागत सहायता तंत्र की जानकारी दी। कार्यक्रम में विद्यार्थियों ने भी अपने विचार साझा किए। इस अवसर पर मत्स्य विज्ञान महाविद्यालय की अधिकारी प्रभावी डॉ. रचना गुलाटी, तथा विभागाध्यक्ष डॉ. दर्पण कुमार बिस्नोई भी उपस्थित रहे। कार्यक्रम का संचालन डॉ. निवेशा सी के, इन्वोकेशन रिसर्च फेलो, मैन-ज-फिशरिज द्वारा किया गया। इस अवसर पर डॉ. अनुपम आनंद सहायक प्राध्यापक एवं डॉ. नितीश बंसल सहायक वैज्ञानिक जो कि एक्वा युवा कार्यक्रम के समन्वयक हैं भी उपस्थित रहे और प्रतिभागियों के साथ सत्रों के दौरान निरंतर संवाद किया।

Chirag Times News, Hisar, Haryana

Dainik Bhaskar (Hisar edition)

हकृवि में एक्वा युवा कार्यक्रम का हुआ समापन

» मूल्य श्रृंखला, डिजिटल विपणन एवं संस्थागत सहयोग पर किया गया विचार विमर्श

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Organising Team

MANAGE, Hyderabad

Dr. Saravanan Raj

Director (Agricultural Extension), MANAGE &
CEO, MANAGE-FISHub
Rajendranagar, Hyderabad
ceomfishub@gmail.com

Dr. Rajesh Gera

Dean
College of Fisheries Science
CCSHAU, Hisar, Haryana

Dr. Dalip Kumar Bishnoi

Head
College of Fisheries Science
CCS HAU, Hisar
dalipbishnoi@hau.ac.in@hau.ac.in

Dr. Anupam Anand

Assistant Professor
College of Fisheries Science
CCS HAU, Hisar
aanandfex@hau.ac.in | 88725 21299

Dr. Nitish Bansal

Assistant Scientist
College of Fisheries Science
CCSHAU, Hisar, Haryana

Dr. Nivedha C K

Innovation Research Fellow
MANAGE-FISHub
Rajendranagar, Hyderabad
nivedhanive05407@gmail.com
7502296380

Prepared by

Dr. Nivedha C K
Innovation Research Fellow
MANAGE-FISHub



MANAGE Fisheries Innovation and Startup Hub (MANAGE - FISHub)

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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

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