



भारत सरकार
GOVERNMENT OF INDIA
मत्स्यपालन विभाग
Department of Fisheries



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

AQUA UDHYAMI

*Entrepreneurship Orientation Programme for Fishers
and Aquapreneurs*

In collaboration with



**Acharya Narendra Deva
University of Agriculture &
Technology (ANDUAT)**



10th September, 2026



**College of Fisheries
Kumarganj, Uttar Pradesh**





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 Acharya Narendra Deva University of Agriculture & Technology (ANDUAT), Kumarganj, Uttar Pradesh. The programme was successfully conducted on 10th September, 2026 at the College of Fisheries, Kumarganj, Uttar Pradesh.

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 ANDUAT. 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, ANDUAT.

The programme announcement was circulated among fish farmers, fisheries youth, and aspiring aquapreneurs across Uttar Pradesh. A total of 68 participants attended the one-day training programme. The participants primarily represented the state of Uttar Pradesh 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

The first technical session was focused on the Emerging Opportunities in Inland Fisheries and Aquaculture, delivered by Dr. C.P. Singh, Dean, College of Fisheries, ANDUAT during the Aqua Udyami-Fisheries Entrepreneurship Development Programme.

The session highlighted the evolution of fisheries from a traditional livelihood activity into a structured, commercially viable, and market-oriented enterprise. Dr. Singh emphasized the wide range of entrepreneurial opportunities across the fisheries value chain, including seed production, feed management, grow-out farming, processing, value addition, branding, and direct marketing. He encouraged participants to adopt an entrepreneurial mindset by identifying emerging market opportunities, improving production efficiency, and leveraging innovative technologies.

Dr. Singh also addressed the major challenges encountered by fish farmers and aquapreneurs, including market price fluctuations, disease outbreaks, changing input costs, inadequate market linkages, and financial uncertainties. He emphasized the need for systematic business planning, risk assessment, proper record keeping, financial management, and the adoption of scientific and sustainable practices to effectively manage these challenges.

Drawing on practical examples and field-level experiences, the session encouraged participants to perceive fisheries not merely as a production-oriented activity but as a scalable business opportunity with significant potential for long-term growth. The interaction strengthened participants' understanding of balancing business opportunities with associated risks while developing sustainable, profitable, and resilient fisheries enterprises.



“Fisheries is no longer just a livelihood—it is a scalable enterprise where innovation, scientific practices, and market-oriented thinking create sustainable business opportunities.”

**– Dr. C.P. Singh, Dean
College of Fisheries
ANDUAT**

Technical Session

Mr Pradip Maurya, Assistant Professor, CoF, ANDUAT explained the growing scope of value addition and processing in fisheries as an important avenue for entrepreneurship and income generation. He highlighted how raw fish can be transformed into diverse, high-value, convenient, and market-ready products, thereby increasing the economic value of fisheries resources.

He emphasized opportunities in fish fillets, fish pickles, ready-to-cook and ready-to-eat products, dried and smoked fish, fish snacks, fish powder, fish protein products, and nutraceuticals. He also highlighted the potential for utilizing fishery by-products and processing waste to develop innovative products and reduce resource wastage.

He further emphasized the importance of quality processing, hygienic handling, cold-chain management, appropriate packaging, branding, and certification for developing competitive fisheries products. He explained that adopting modern processing and preservation technologies can extend shelf life, reduce post-harvest losses, and improve product quality and consumer acceptance.

He encouraged participants to identify emerging consumer preferences and niche markets and explore opportunities through direct marketing, e-commerce, institutional sales, and organized retail channels. The session motivated aspiring entrepreneurs to view value addition and processing as scalable business opportunities capable of generating employment, enhancing profitability, and strengthening the fisheries value chain.



“Value addition turns fisheries resources into innovative products, stronger markets, and greater entrepreneurial opportunities.”

***– Mr Pradip Maurya
Assistant Professor
College of Fisheries, ANDUAT***

Technical Session

Dr. Archit Shukla, Subject Matter Specialist, KVK Barabanki, explained the various government schemes and financial support available to fish farmers and aquapreneurs in Uttar Pradesh, with emphasis on the opportunities available through the Uttar Pradesh Fisheries Department. He highlighted that government assistance covers areas such as fish production, aquaculture infrastructure, fisheries development, livelihood support, value addition, and entrepreneurship.

He discussed the Pradhan Mantri Matsya Sampada Yojana (PMMSY), which supports activities across the fisheries value chain, including aquaculture development, hatcheries, fish seed production, biofloc and RAS-based systems, fish transportation, cold-chain facilities, processing, and post-harvest infrastructure. The scheme provides financial assistance for eligible activities, with the level of assistance varying according to the activity and beneficiary category.

He also highlighted fisheries development initiatives implemented by the Uttar Pradesh Fisheries Department, including support for fish seed production and stocking, aquaculture development, fisheries infrastructure, fish marketing and value addition, and livelihood-oriented activities for fishers and fish farmers. Participants were encouraged to obtain information on current component-wise guidelines, eligibility requirements, beneficiary contributions, and application procedures from the concerned District Fisheries Office before undertaking investment.

Special emphasis was placed on the role of Krishi Vigyan Kendras (KVKs) in supporting farmers and aspiring aquapreneurs through technical training, demonstrations, capacity building, advisory services, and awareness about government programmes. Dr. Shukla encouraged participants to combine government financial assistance with scientific training and institutional support to develop technically feasible, economically viable, and sustainable fisheries enterprises.



“Government schemes become a powerful catalyst for fisheries entrepreneurship when financial support is combined with knowledge, technology, and proper institutional guidance.”

***– Dr. Archit Shukla
Subject Matter Specialist
KVK, Barabanki***

Technical Session

Dr. Dinesh Kumar explained the entrepreneurial opportunities in ornamental fisheries, highlighting ornamental fish culture as a promising avenue for income generation and business diversification. He discussed opportunities in ornamental fish production, aquarium plants, feeds, accessories, aquarium setup, and maintenance services, with emphasis on selecting high-demand and commercially valuable species.

He emphasized important breeding techniques and management practices, including broodstock selection, breeding and spawning, egg and fry management, nursery rearing, feeding, water-quality management, and disease prevention.

He highlighted that scientific breeding and proper husbandry are essential for producing healthy, attractive, and marketable ornamental fishes.

Dr. Dinesh Kumar also focused on the marketing of ornamental fishes through aquarium shops, wholesalers, retailers, online platforms, exhibitions, and direct marketing. He stressed the importance of proper grading, packaging, transportation, fish health, branding, and customer-oriented services, encouraging participants to develop ornamental fisheries as a profitable, innovative, and scalable entrepreneurial venture.



“Ornamental fisheries transform creativity and scientific breeding into attractive products, sustainable livelihoods, and profitable entrepreneurial ventures.”

***– Dr. Dinesh Kumar
Assistant Professor
College of Fisheries
ANDUAT***

Validictory Session

The one-day Aqua Udyami – Fisheries Entrepreneurship Development Programme concluded with a valedictory session held at the College of Fisheries, Acharya Narendra Deva University of Agriculture & Technology (ANDUAT), Kumarganj, Uttar Pradesh in the presence of distinguished dignitaries, faculty members, and enthusiastic participants.

Dr. C. P. Singh Dean, College of Fisheries, ANDUAT, graced the occasion as the Chief Guest and delivered the valedictory remarks. Dr. Suman Dey, Assistant Professor along with faculty members was also present during the session.

Ms. Jaini Jeshwanthi, 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.

Certificates were distributed to all participants, marking the successful completion of the programme. The programme concluded on a positive and inspiring note with a formal Vote of Thanks delivered by Ms. Jaini Jeshwanthi expressing sincere gratitude to the university authorities, Dean, faculty members, resource persons, organising team, and participants for their valuable support and cooperation.





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Report

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