भारत सरकार
GOVERNMENT OF INDIA
मत्स्यपालन विभाग
Department of Fisheries

MANAGE-FISHub's

Report on Fisheries-StartUp and Aquapreneurship Stakeholders Meet

In Collaboration with

Andhra Pradesh Fisheries University

21 January, 2026

College of Fisheries Science, Muthukur
Nellore District, Andhra Pradesh

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

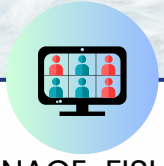
MANAGE-Fisheries Innovation and Startup Hub (MANAGE-FISHub) is a national- level incubation and innovation platform established at the National Institute of Agricultural Extension Management (MANAGE), Hyderabad, in 2025 with the support of the Department of Fisheries (DoF), Ministry of Fisheries, Animal 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 AQUAREACH

Fisheries-StartUp & Aquapreneurship Stakeholders Meet

APFU

Andhra Pradesh Fisheries University (APFU) is the apex institution in Andhra Pradesh dedicated exclusively to fisheries education, research, and extension. The University was established in 2020 and headquartered in Vijayawada, AP. The University aims to strengthen the fisheries and aquaculture sector through skilled human resource development, innovative research and technology dissemination. APFU offers Undergraduate in Fisheries Science and Postgraduate programs in Aquaculture, Aquatic Animal Health Management, Fisheries Engineering, Fisheries Resource Management and Fish Processing Technology, and Doctoral program in Aquatic Animal Health Management and Fisheries Resource Management.

Objectives

01. To provide quality education to create skilled professionals for the Aquaculture and Fisheries Industries.

02. To conduct research to solve problems faced by stakeholders in Andhra Pradesh and extend scientific knowledge and sustainable practices.

03. To Refine and develop technology to improve fisheries and aquaculture practices.

04. To undertake the Extension activities to strengthen the Economic standards of Farming Community.

05. To run fish seed farms or demonstration units for practical training and breeding.

06. To focus on ecological health, population dynamics, and conservation of aquatic resources

About the Program

The Fisheries-StartUp and Aquapreneurship Stakeholders Meet aims to bring together all key stakeholders of India's fisheries and aquaculture ecosystem on a single collaborative platform and bridge the information gap, by facilitating a seamless exchange of knowledge, resources, and partnership opportunities among them.

The program aims to strengthen the fisheries entrepreneurship landscape by fostering innovation, collaboration, and value-chain integration. It provides startups with opportunities to showcase innovations, connect with partners, and learn from successful ventures. By facilitating dialogue and partnerships, the program seeks to build an inclusive ecosystem that accelerates sustainable growth, technological adoption, and blue economy development.

Who Can Attend?

- Fisheries Startups & Aquapreneurs
- Aspiring Aquapreneurs
- Fisheries Incubators, Accelerators & Innovation Hubs
- Fishers & Fish Farmers
- Fisheries Students & Researchers
- Financial & Funding Organisations
- Academic & Research Institutes
- Fisheries & Allied Industries
- FFPOs, Cooperatives & SHG's
- Policy Makers
- NGO's & Extension Functionaries
- Other Stakeholders in the Fisheries Startup Ecosystem

Focus Areas

- Aquaculture Mechanisation & Innovation
- AI & IOT in Fisheries
- Waste to Wealth
- Biotechnology & Genetics
- Integrated & Secondary Aquaculture
- Blockchain Technology
- Fisheries Extension & Advisory
- Post-Harvest & Cold chain innovations
- Fisheries Inputs & Feed Technology
- Other Innovations in Fisheries & Aquaculture

Key Takeaways

Build Networks
Meet individuals who can potentially become business partners, clients, mentors, or collaborators.

Gain Visibility
Showcase your products and technologies toa relevant audience, increasing your visibility within the local business community.

Learning & Exposure
Gain insights from Fisheries-Startup Stakeholders through Networking, Talks and Discussions

Forge New Partnerships
Facilitate collaborations and discover opportunities for joint ventures, partnerships, or projects that align with your objectives.

Discover New Opportunities
Engage with innovators, experts, and institutions to explore emerging trendsand startup opportunities in the fisheries sector.

Program Background

MANAGE proposed a collaboration with Andhra Pradesh Fisheries University (APFU) to conduct the Fisheries Startup & Aquapreneurship Stakeholders Meet in Andhra Pradesh. Following acceptance from the university authorities, the program was scheduled and successfully conducted on 21st January 2026 at the College of Fisheries Science, Muthukur, Nellore District, Andhra Pradesh.

The organizing team for the program comprised members from both institutions from MANAGE, the team included Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE, and Ms. Jaini Jeshwanthi, Business Executive, MANAGE-FISHub. From APFU, the organizing team included Dr. T. Suguna, Registrar, APFU and Dr. P. Anand Prasad, Assistant Professor, CFSc, Muthukur

A list of proposed stakeholders from the fisheries startup ecosystem of Andhra Pradesh was prepared, and invitation mails were sent to fisheries startups, aquapreneurs, fishers, fish farmers, producer organizations, research institutions, industry players, service providers, and fisheries colleges and allied institutes. The registration link for the program was circulated through MANAGE-FISHub and institutional social media platforms.

The program schedule was designed to include an inaugural session, followed by technical sessions comprising startup experience sharing, technology demonstrations, startup pitching, exhibition and networking, and concluding with a valedictory session.

A total of 190 participants registered for the program, including startups, students, faculty members, and other professionals. Confirmation mails were sent to all registered participants, and they were requested to join a WhatsApp group created for further communication and coordination.

Among the startups that expressed interest in pitching and exhibition, a screening process was undertaken, following which 4 startups were shortlisted for the pitching session and 5 startups were shortlisted for the exhibition.

The program, conducted at the College of Fisheries Science, Muthukur Auditorium, was attended by 210 participants, including 7 dignitaries who graced the dais, 20 representatives from fisheries startups and aquapreneurial ventures across Andhra Pradesh, 30 farmers from Nellore, 140 students from various fisheries colleges in and around Andhra Pradesh, and 20 professionals, including faculty members, officials from state fisheries and allied departments, consultants, managers, engineers, and technicians.

Inaugural Session

Ms. Jaini Jeshwanthi
Business Executive
MANAGE-FISHub, Hyderabad

Ms. Jaini Jeshwanthi delivered the welcome address and outlining the objectives and significance of the Fisheries-Startup and Aquapreneurship Stakeholders Meet. The address highlighted the program's focus on strengthening fisheries entrepreneurship through innovation, collaboration, and value-chain integration.

The session emphasized that the platform enables fisheries startups and aquapreneurs to showcase innovations, connect with partners, and learn from successful ventures, while facilitating dialogue and partnerships that support sustainable growth, technological adoption, and blue economy development.

She further highlighted that the meet aims to bring together key stakeholders of India's fisheries and aquaculture ecosystem on a single collaborative platform, bridging information gaps and enabling the exchange of knowledge, resources, and partnership opportunities, and concluded with a warm welcome to all dignitaries and participants. The program was started with lighting of lamp by Dignitaries.

Inaugural Session

Ms. V. Usha Sree, delivered a session “About the Program and Activities of MANAGE-FISHub”, highlighting the vast opportunities in the fisheries sector and the growing role of innovation and startups in shaping the future of fisheries and aquaculture.

She introduced the stakeholders about the MANAGE- FISHub, a national-level fisheries innovation and startup hub launched in 2025 under the Department of Fisheries and hosted at MANAGE, aimed at fostering entrepreneurship and ecosystem development.

The session emphasized how grassroots problem identification can drive meaningful innovation, illustrated through an example of an IoT and AI-based Bird Detection and Deterrent device for shrimp farms, developed by a shrimp farmer’s daughter based on real farm-level challenges. The address reinforced the message that fisheries entrepreneurship thrives when innovation is rooted in practical field realities.

Ms. V. Usha Sree
Manager
MANAGE-CIA, Hyderabad

Inaugural Session

Dr. Joe K. Kizhakudan
Principal Scientist & Scientist In Charge
ICAR- CMFRI, Regional Station
Vishakhapatnam

Dr. Joe K. Kizhakudan highlighting the vast entrepreneurial opportunities in marine fisheries and the growing scope for startups across production, value addition, and service-oriented activities.

He emphasized marine fisheries as a high-potential sector for sustainable livelihoods, coastal entrepreneurship, and blue economy development.

The session discussed Policy guidance for sustaining Marine Fisheries of Andhra Pradesh. Taxonomy of marine finfishes, crustaceans, molluscs, echinoderms, cnidarians, poriferans, sea weeds, sea grasses, phyto and zooplankton.

Recruitment dynamics and management strategies for sustainable exploitation of fishery resources.

Inaugural Session

Shri. Abuvarajan delivered a session on Key roles of NABARD Vijayawada in fisheries include:

Financial Support & Credit Flow:

- Aqua Pragati Initiative: NABARD provides credit facilities for small, medium, and corporate-level farmers under the "Aqua Pragati" initiative to boost shrimp production and exports.
- Refinance Support: It provides refinance to rural financial institutions to ensure the flow of long-term investment credit for aquaculture activities.

Infrastructure Development (RIDF/FIDF):

- Fisheries and Aquaculture Infrastructure Development Fund (FIDF): NABARD Vijayawada is actively involved in implementing the ₹450 crore sanction for constructing fishing harbours, fish landing centres, and strengthening processing units in the state.
- Rural Infrastructure Development Fund (RIDF): The office funds infrastructure projects, including landing sites and cold storage facilities, to reduce post-harvest losses.

Shri C R Abuvarajan
Deputy General Manager
National Bank for Agriculture and Rural Development (NABARD)
Vijayawada

Dr. K. Dhanpal
Associate Dean
College of Fisheries Science
Muthukur

Dr. K. Dhanpal briefed about the fisheries and aquaculture sector is one of the fastest-growing food production sectors, offering vast opportunities for entrepreneurship, innovation, and employment generation. With rising domestic and global demand for fish, shrimp, and value-added seafood products, combined with technological advancements and government support, the sector provides end-to-end business opportunities across the entire value chain—from seed to plate

He also highlighted the Entrepreneurs can establish freshwater fish farms cultivating species such as Rohu, Catla, Mrigal, Tilapia, Pangasius, and Murrel.

Shrimp farming (Litopenaeus vannamei) and seabass farming offer high-return business models.

Feed Production & Distribution

- Fish and shrimp feed manufacturing
- Alternative protein feeds (insect-based, algae-based)
- Feed dealerships and last-mile delivery

Aqua Health & Diagnostics

- Probiotics, minerals, and water quality products
- Shrimp disease diagnostic kits

Dr. N. Madhavan briefed about the Smart Aquaculture (AquaTech Startups), IoT-based water quality monitoring, AI-based feeding systems, Mobile apps for farm advisory and farm management.

He also highlighted the Entrepreneurs can establish Ornamental Fisheries & Aquarium Businesses stating that ornamental fisheries offer high value with low space requirements.

- Breeding of ornamental fish
- Aquarium fabrication and accessories
- Online ornamental fish trading platforms
- Export of ornamental fishCold Chain, Storage & Logistics

Post-harvest losses present strong business opportunities in:

- Ice plants and cold storages
- Refrigerated transport
- Fish collection and aggregation centers
- Export logistics and quality compliance services

Dr. N. Madhavan
Director of Extension Education
College of Fisheries Science
Muthukur

Prof. T. Suguna
Registrar
Andhra Pradesh Fisheries University

Prof. T. Suguna highlighted the importance of Entrepreneur - ship in Fisheries Sector. Entrepreneurship in fisheries and aquaculture offers a unique combination of profitability, sustainability, employment generation, and rural development. By adopting scientific practices, modern technologies, value addition, and market-oriented approaches, aspiring aquapreneurs can build successful and scalable enterprises while contributing to national food security and economic growth.

She also brief about the APFU functioning in promotion of Fisheries. She expressed that students should turn as employer instead of employee

Technical Session

Shri A. Ravi Kumar explained about the Startup Business opportunities in Shrimp farming. Startups must be innovative, novel, and scalable in nature. He elaborated that every problem is an opportunity for a startup, bigger the problem you solve, bigger the returns. The major problem in shrimp farming is Diseases in early stages, and the solutions may be biological solutions, Chemical solutions, Mechanical solutions, Software &AI solutions, Financial solutions or combinations.

The other problems includes traceability, Domestic marketing of shrimps, Value addition, Training, Species diversification, Advance farming techniques and Sustainability issues

Shri A. Ravi Kumar
Director
Blue Star Marines

Technical Session

Shri V. Subba Rao
Executive
Marsco Aqua-clinics
Private limited

Shri V. Shri Subba Rao explained about the Entrepreneurial Opportunities in Indian Fishery Sector - Feed Supplements and Aqua-clinics.

He also emphasized that Feed supplements are intentionally added substance to feed stuffs, premixes, feeds and food, when it combined with feed it has a direct or indirect nutritional value to improve the characteristics of feedstuffs, production and growth performance and its safe.

An e-traceability system, through a network of 'Multiplication Hatcheries, Fish seed growers and Fish farmers for promoting seed production, rearing and farming of improved strain/varieties of fishes can be developed by establishing an Aqua-One Centre.

Technical Session

The startup promotes high-value exotic aquaculture by farming species such as Wallago attu, Tilapia, Pearl spot, and Murrels using advanced RAS and Biofloc systems. This diversified production model ensures sustainable farming with higher margins and reduced risk.

The enterprise targets premium domestic seafood markets and export destinations including the Middle East, EU, and Southeast Asia. Leveraging Nellore's aquaculture infrastructure, cold chain logistics, and export connectivity, the model ensures scalable and high-value market access.

Mr. Shaik Karimulla
Founder
Kareem Agro Farms

Startups Exhibition and Networking

Following the conclusion of the Technical Session, a Startup Exhibition was held at the venue, where selected fisheries and allied-sector startups showcased their innovative products, technologies, and business models. The exhibition was actively visited by dignitaries, speakers, officials, experts, and participants present at the program. Exhibition stalls include **BMR, Hi-Tech Pharma, Count 366, Kareem Agro farms and Marsco private limited**.

The startups presented a wide range of innovations, including aquaculture probiotic solutions, fisheries export services, sustainable packaging solutions, integrated digital platforms that support fisheries operations and sustainability.

During the exhibition, dignitaries and stakeholders engaged directly with startup founders, appreciated their innovations, and offered valuable feedback and suggestions for further refinement and scaling.

The exhibition functioned as an effective platform for startups to demonstrate their solutions, gain visibility, and explore collaboration and partnership opportunities, while promoting knowledge exchange and networking fisheries ecosystem stakeholders.

Startup Pitching Session

Ms. Suma Vishnu
PhD Scholar
CFSC, Muthukur

Ms. Suma Vishnu briefed about the application of Artificial Intelligence (AI) in Fisheries and Aquaculture automates tasks, enhances sustainability, enables real-time data-driven management efficiently and boosts efficiency through smart feeding, water quality monitoring (temp, O2, pH), disease detection (image recognition for anomalies), biomass estimation, and combating illegal fishing (IUU) using drones, sensors, and computer vision, leading to better resource use, reduced labor, and improved fish health.

•AI optimizes operations like feeding schedules, detects early signs of stress or disease, and helps manage large-scale farms, driving productivity and environmental protection

Startup Pitching Session

Mr. Naveen explained about the Sustainable Electricity By Friction And Pressure Along The Coastal Roads – A Way To Solve The Aquaculture Energy Crisis-(Safan). Electricity is essential in aquaculture for aerators, water pumps, and RAS operations. Power outages reduce oxygen supply, leading to hypoxia, fish stress, and mass mortality. To address these challenges, aquaculture operators can implement backup power systems, such as generators or renewable energy sources like solar or wind power and our idea SAFAN

Mr. Naveen
M.F.Sc Scholar
CFSC, Muthukur

Startup Pitching Session

Ms. Sravanthi
PhD Scholar
CFSC, Muthukur

MS. Sravanthi explained about the hatchery waste-to-value sector is a critical component of the circular economy, with the global organic fertilizer market alone projected to reach $8.32 billion. The "Hatchery Waste-to-Value" concept transforms the poultry and aquaculture industry's environmental and economic liabilities into a profitable, sustainable resource stream. The core idea is to convert the large volume of inevitable hatchery by-products —such as eggshells, infertile eggs, dead embryos, and wastewater—into high-value commodities, thereby fostering a circular bio-economy. The global fishery by-products market alone is projected to grow from $26.34 billion in 2025 to $37.46 billion by 2030, highlighting the immense economic potential of this waste stream.

Startup Pitching Session

MS. Avinash explained about the Startup Opportunities in Pearls Culture. Pearl is a white highly shining globular connection found within the shell of an mussel. Pearls are known as 'Queen of Gems'.

Why Pearl Culture?

- Low land requirement (ponds, tanks, lakes)
- High value product (₹500 to ₹50,000+ per pearl)
- Growing demand in jewellery, cosmetics & Ayurveda.

Investment

- ₹5–10 lakhs (small scale)
- Break-even: 18–24 months

Integrated Pearl Farming + Aquaculture Model

- Combine pearl culture with fish farming (carp, tilapia)

Benefits

- Extra income from fish
- Better water utilization
- Reduced risk

Mr. Avinash
M.F.Sc Scholar
CFSC, Muthukur

Validatory

Prof. T. Suguna gave the presidential address stating that this Fisheries Stakeholder Meet was productive and I consider it a great honour to share a few words on this valedictory occasion.

Today's deliberations have clearly highlighted the immense potential of fisheries and aquaculture as engines of economic growth, employment generation, nutritional security, and rural prosperity. The valuable insights shared by our experts and stakeholders on entrepreneurship opportunities, innovative technologies, value addition, sustainability, and market linkages have made this programme truly enriching. I am particularly encouraged by the active participation of farmers, aquapreneurs, startups, academicians, and officials, which reflects the strong spirit of collaboration required to address the challenges and unlock the opportunities in this sector. Such platforms play a crucial role in bridging the gap between research, policy, and field-level implementation.

Prof. T. Suguna
Registrar
APFU, AP

She expressed her gratitude to Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE, Hyderabad for collaborating with APFU for conducting this stakeholder program. Further, she stated that this program can be conducted at Undi, Bhimavaram for promotion of Startup and Entrepreneurship in Fisheries. Dr. Saravanan Raj was joined the meet through Webex and expressed his sincere thanks to APFU for collaboration and conducting the program.

Vote of Thanks

Dr. P. Anand Prasad gave the Concluding Address, highlighting the overall significance of the Fisheries Startup and Aquapreneurship Stakeholders Meet – Connect. Collaborate. Catalyse as a timely and impactful platform for strengthening innovation and entrepreneurship in the fisheries sector.

Ms. Jaini Jeshwanthi delivered the Vote of Thanks- I take this opportunity to express my sincere gratitude to our Chief Guest for sparing valuable time and for the inspiring and insightful address. My heartfelt thanks to all the dignitaries, resource persons, stakeholders, and participants whose contributions made this meet a grand success. I also thank Dr. Saravanan Raj for his support and guidance for conducting the program.

Dr. P. Anand Prasad
Assistant Professor
CFSc, Muthukur

Ms. Jaini Jeshwanthi
Business Executive
MANAGE-FISHUb

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