



भारत सरकार
GOVERNMENT OF INDIA
मत्स्यपालन विभाग
Department of Fisheries



Report on Fisheries-StartUp and Aquapreneurship Stakeholders Meet



12th August, 2026



College of Fishery Science
Nanaji Deshmukh Veterinary Science University
Jabalpur, Madhya Pradesh



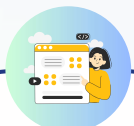
MANAGE

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



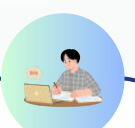
MANAGE
Aqua Eureka
Program



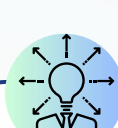
Fisheries-StartUp &
Aquapreneurship
Stakeholders
Meet



MANAGE-FISHub
Fortnightly
Friday (F3)
Webinars



MANAGE-FISHub
Internship
Program



MANAGE-FISHub
AQUAREACH



MANAGE-FISHub
Aqua Yuva &
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.

College of Fishery Science

The Fishery College, Jabalpur was started on October 2012 as per the gazette of Madhya Pradesh Government. This college is previously working as a department of Fisheries at Faculty of Veterinary Science, JNKVV, Jabalpur (Estt. 1964). The department of fisheries is look over the than five decades of its existence of Aquatic body name as Adhartal Tank which was developed by the Senapati of Gondwana State Shri Diwan Adhar Singh. The aquatic body has been able to make an overall development of fish production and management through its impressive teaching, research and extension activities in basic and applied fields. Consequent to the establishment of Madhya Pradesh Pashu Chikitsa Vigyan Viswavidyalaya (renamed as Nanaji Deshmukh Veterinary Science University) the college became a constitution institution of the new Viswa Vidyalaya with effect from 04.10.2012.



Program Background

MANAGE proposed a collaboration with Nanaji Deshmukh Veterinary Science University (NDVSU) in Madhya Pradesh to conduct the Fisheries Startup and Aquapreneurship Stakeholders Meet in Madhya Pradesh. Following acceptance from the university authorities, the program was scheduled and successfully conducted on 12th August, 2026, at the College of Fishery Science (CoFS), Jabalpur, Madhya Pradesh.

The organizing team comprised representatives from both institutions. From MANAGE, the team included Dr. Saravanan Raj, Director (Agricultural Extension) and CEO of MANAGE-FISHub, along with Dr. R. Naganna, Business Executive, Dr Nivedha C. K, Innovation Research Fellow and Ms. Jaini Jeshwanthi, Business Executive at MANAGE-FISHub. From NDVSU, the organizing team included Dr. Prof. Mandeep Sharma, Hon'ble Vice Chancellor, Dr. Rakhi Vaish, Registrar, Dr. Rajesh Sharma, Director Research Services, Dr. Sunil Nayak, Director Extension Services; and Dr. S.K. Mahajan, Dean, Dr. Sona Dubey, Associate Professor, College of Fisheries, NDVSU, Jabalpur, Madhya Pradesh.

A list of proposed stakeholders from the fisheries startup ecosystem of Madhya 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 300 participants registered for the program, including Farmers, 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 5 startups were shortlisted for the pitching session; 10 stalls were shortlisted for the exhibition.

The programme held in the conference hall of the College of Fishery Science at Nanaji Deshmukh Veterinary Science University in Jabalpur, Madhya Pradesh, witnessed the participation of 300 attendees representing diverse stakeholder groups. The gathering included 6 dignitaries on the dais; 42 representatives from fisheries startups and aquapreneurial ventures across Madhya Pradesh; 2 fisheries officers from the Department of Fisheries, Government of Madhya Pradesh; one NABARD officer; 169 fish farmers; 48 students from the College of Fisheries, NDVSU, Jabalpur; and 21 professionals, comprising faculty members and officials from fisheries and allied departments, one NGO person, 10 media personnels. The diverse participation fostered meaningful interactions, knowledge exchange, and networking among academia, government, industry, startups, and the farming community.

Program Background



Dr. Sona Dubey
Associate Professor
College of Fishery Science
NDVSU, Jabalpur, Madhya Pradesh

The Fisheries-Startup and Aquapreneurship Stakeholders Meet commenced with a warm and cordial welcome address delivered by Dr. Sona Dubey, Associate Professor, College of Fisheries, NDVSU, Jabalpur, Madhya Pradesh. She extended a gracious welcome to all the dignitaries, officials, academicians, fisheries professionals, entrepreneurs, startups, farmers, fishers, and other stakeholders participating in the program.

Dr. Sona Dubey respectfully welcomed Dr. Rakhi Vaish, Registrar, NDVSU, Madhya Pradesh; Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE, Hyderabad; Dr. Sunil Nayak, Director, Extension Services; Dr. Giridhari Das, Director, Diploma; Dr. S.K. Mahajan, Dean, College of Fisheries, NDVSU; Mr. Girish Meshram, Joint Director, Department of Fisheries, Madhya Pradesh; and Ms. Devina, NABARD, Dr. R. Naganna, Business Executive, MANAGE FISHub.

As part of the inaugural proceedings, the dignitaries participated in the ceremonial lighting of the lamp, symbolizing the pursuit of knowledge, enlightenment, innovation, and the collective commitment towards the sustainable development of fisheries and aquaculture.

Following the lamp-lighting ceremony, MANAGE's "Gandhi Talisman" was presented to the distinguished dignitaries as a symbol of the values of service, inclusiveness, sustainability, and commitment to the welfare of farming and fisheries communities.

In her welcome address, Dr. Sona Dubey highlighted the importance of bringing together diverse stakeholders from fisheries, aquaculture, research, education, government, financial institutions, and entrepreneurship on a common platform. She emphasized that such meetings provide an opportunity to exchange knowledge, share experiences, identify emerging opportunities, and strengthen collaboration for the development of a vibrant fisheries and aquaculture entrepreneurship ecosystem.

Dr. Dubey also noted that platforms of this nature are important for encouraging young professionals and aspiring entrepreneurs to explore fisheries and aquaculture as promising areas for enterprise development. Collaborative efforts among institutions and stakeholders can contribute towards building scalable, sustainable, and economically viable fisheries enterprises.

***"Fisheries is not just a source of food—it is a source of employment,
entrepreneurship, and sustainable development"***

-Sona Dubey

Inaugural Session

Dr. Rakhi Vaish, Registrar, Nanaji Deshmukh Veterinary Science University (NDVSU), Jabalpur, Madhya Pradesh, in her remarks at the Fisheries-Startup and Aquapreneurship Stakeholders Meet, highlighted the importance of strengthening the fisheries and aquaculture sector through education, research, innovation, entrepreneurship and institutional collaboration.

She emphasized that fisheries and aquaculture offer significant opportunities for employment generation, livelihood enhancement, food and nutritional security, and rural economic development. She encouraged stakeholders to move beyond conventional approaches and promote innovative, technology-driven and market-oriented enterprises in the fisheries sector.

Dr. Vaish stressed the importance of creating stronger linkages among universities, research institutions, government departments, startups, entrepreneurs, financial institutions, fish farmers and extension agencies. Such collaboration, she noted, can help translate scientific knowledge and research outcomes into practical solutions and viable enterprises for the benefit of farming and fisheries communities.

She also encouraged students, young professionals and aspiring entrepreneurs to explore emerging opportunities in fisheries and aquaculture and to develop innovative business models based on local resources and field-level needs. She underlined the role of universities in providing the necessary knowledge, skills, mentoring and institutional support to nurture future aquapreneurs.

Dr. Vaish appreciated the Stakeholders Meet as an important platform for knowledge sharing, networking, identifying opportunities and building partnerships among different stakeholders. She expressed confidence that such initiatives would contribute to strengthening the fisheries startup ecosystem and promoting sustainable, inclusive and entrepreneurship-led growth in the fisheries and aquaculture sector.



Dr. Rakhi Vaish
Registrar, NDVSU
Jabalpur, Madhya Pradesh

"Sustainable fisheries begin with responsible management of aquatic resources"

-Rakhi Vaish

Inaugural Session

Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE and CEO, MANAGE-Fisheries Innovation and Startup Hub (MANAGE-FISHub), Hyderabad, in his remarks at the Fisheries-Startup and Aquapreneurship Stakeholders Meet, highlighted the role of MANAGE-FISHub as a national-level incubation and innovation hub established at MANAGE in 2025 with the support of the Department of Fisheries, Ministry of Fisheries, Animal Husbandry and Dairying, Government of India.

He emphasized that MANAGE-FISHub aims to promote innovation, entrepreneurship, technology adoption, and ecosystem development across the fisheries and aquaculture value chain.



Dr. Saravanan Raj
Director (Agricultural Extension)
MANAGE &
CEO, MANAGE FISHub,

He explained that MANAGE-FISHub is working to mentor and promote innovation-driven fisheries startups, create entrepreneurial and employment opportunities, facilitate commercialization of technologies, and build linkages among startups, researchers, fishers, financial institutions, and industry. He stressed that a strong stakeholder ecosystem is essential for converting innovative ideas and technologies into viable enterprises and sustainable livelihood opportunities.

He highlighted the major initiatives of MANAGE-FISHub, including the Incubation Program, Pre-Incubation Mentoring Program, MANAGE Aqua-Eureka, Fisheries Startup & Aquapreneurship Stakeholder Connect, F3 Webinars, Internship Program, AquaReach, Aqua Udhyami and Aqua Yuva.

Dr. Saravanan further referred to the Fisheries Startup Stakeholder Connect Program, which brings together startups, aquapreneurs, researchers, government agencies, industry, financial institutions, investors, academia, and other stakeholders.

Dr. Saravanan concluded by encouraging all stakeholders to actively engage with MANAGE-FISHub programs and build partnerships that can transform fisheries knowledge and innovation into entrepreneurial action, scalable enterprises, and sustainable livelihoods. He emphasized that collective efforts among academia, government, industry, startups, financial institutions, and fisheries communities are essential for building a resilient and inclusive fisheries and aquaculture startup ecosystem.

“MANAGE-FISHub transforms fisheries knowledge into entrepreneurial action and sustainable livelihoods”
-Saravanan Raj

Inaugural Session

Dr. Sunil Nayak, Director Extension Services, NDVSU, Jabalpur, Madhya Pradesh in his remarks at the Stakeholders Meet, emphasized the important role of extension services in connecting research, technology, innovation, entrepreneurship, and farming and fisheries communities.

He highlighted the need to strengthen the linkage between research institutions and field-level stakeholders so that scientific knowledge and technological innovations can be effectively translated into practical solutions. He emphasized that extension should not be limited to technology transfer but should also facilitate entrepreneurial thinking, skill development, market linkages, access to information, and capacity building among fishers, fish farmers and aspiring aquapreneurs.

Dr. Nayak, further underlined that effective extension support can play a crucial role in promoting technology adoption, value addition, entrepreneurship and sustainable livelihood opportunities in the fisheries sector. He appreciated the Stakeholders Meet as a valuable platform for networking, knowledge exchange and building partnerships among diverse stakeholders.

Dr. S. K. Mahajan, Dean, College of Fisheries, NDVSU, Jabalpur, Madhya Pradesh, in his remarks at the Stakeholders Meet, highlighted the important role of the College of Fisheries in strengthening fisheries education, research, extension and entrepreneurship, with particular emphasis on the potential of inland fisheries and aquaculture.

He highlighted that inland fisheries have significant potential for livelihood enhancement, employment generation, food and nutritional security, and rural economic development. He emphasized the need to promote scientific fish farming practices, efficient utilization of available inland water resources, improved fish seed and feed management, water quality management, disease prevention, and adoption of modern aquaculture technologies.

Dr. Mahajan also emphasized the role of the College of Fisheries, NDVSU in developing skilled human resources and supporting fish farmers, entrepreneurs and other stakeholders through education, research, training, technology transfer and extension activities.



Dr. Sunil Nayak
Director Extension Services
NDVSU, Jabalpur, Madhya Pradesh



Dr. S. K. Mahajan
Dean, College of Fishery Science
Jabalpur, Madhya Pradesh

Inaugural Session



Mr. Girish Meshram
Joint Director
Dept. of Fisheries
Madhya Pradesh

Mr. Girish Meshram, Joint Director, Department of Fisheries, Madhya Pradesh, in his remarks at the Fisheries-Startup and Aquapreneurship Stakeholders Meet, highlighted the significant potential of Madhya Pradesh's inland fisheries and aquaculture sector, particularly its extensive and diverse water resources.

He emphasized that Madhya Pradesh has a strong foundation for fisheries development due to its rivers, reservoirs, ponds, tanks and other inland water bodies, which provide considerable opportunities for fish production, aquaculture expansion, livelihood development and entrepreneurship.

He further stressed that Madhya Pradesh's inland fisheries sector offers opportunities for employment generation, income enhancement and development of fisheries-based enterprises.

He concluded by emphasizing that Madhya Pradesh's abundant inland water resources, when supported by scientific management, technology, entrepreneurship and effective institutional collaboration, can become a major driver of sustainable fisheries development, rural livelihoods and economic growth



Ms. Devina, NABARD

Ms. Devina, NABARD, in her remarks at the Stakeholders Meet, highlighted the important role of financial institutions in strengthening fisheries and aquaculture entrepreneurship and supporting the transition from small-scale activities to viable and sustainable enterprises.

She emphasized the need to improve access to institutional finance, credit facilities, investment support and appropriate financial guidance for fish farmers, fishers, startups, aquapreneurs, cooperatives, SHGs and other stakeholders involved in the fisheries value chain. She encouraged entrepreneurs to develop sound business plans, maintain proper financial record

Overall, her remarks emphasized that appropriate financial access, strong business planning, institutional convergence and capacity building are essential for nurturing fisheries startups, promoting aquapreneurship and strengthening sustainable livelihoods in the fisheries sector.

Inaugural Session



Glimpses from the Inauguration Ceremony

"A shared platform, diverse perspectives and collective action—together, we can transform opportunities in fisheries and aquaculture into sustainable enterprises and meaningful livelihoods"

Inaugural Session-Vote of Thanks

The inaugural session of the Fisheries-Startup and Aquapreneurship Stakeholders Meet concluded with a heartfelt Vote of Thanks delivered by Dr. R. Naganna. He expressed his sincere gratitude to all the distinguished dignitaries, aquapreneurs, startups, researchers, students, and participants whose presence and contributions made the inaugural session meaningful and successful.

Dr. Naganna conveyed his special gratitude to the Chief Guest, Dr. Rakhi Vaish, Registrar, NDVSU, Jabalpur, for gracing the occasion with her esteemed presence and sharing valuable insights and visionary thoughts that provided direction and inspiration for the Stakeholders Meet.

He expressed his sincere appreciation to Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE, and CEO, MANAGE-FISHub, Hyderabad for his valuable presence and continued efforts towards strengthening entrepreneurship, extension and fisheries innovation linkages.

He also thanked Dr. Sunil Nayak, Director of Extension Education, for his valuable contribution towards strengthening extension, outreach, knowledge transfer and stakeholder linkages.

He expressed his sincere thanks to Dr. Giridhari Das, Director, Diploma, for his valuable support and contribution towards the fisheries sector.

Dr. Naganna extended his gratitude to Dr. S.K. Mahajan, Dean, College of Fisheries, NDVSU, for his guidance and support in promoting fisheries education, entrepreneurship, innovation and sustainable fisheries development.

He also conveyed his appreciation to Mr. Girish Meshram, Joint Director, Department of Fisheries, Madhya Pradesh, for his valuable participation, support and insights on the development of fisheries and aquaculture in the state.

Dr. Naganna expressed his gratitude to Ms. Devina, NABARD, for her participation and for highlighting the importance of institutional finance, credit support and entrepreneurship development for fisheries and aquaculture enterprises.

He also placed his sincere appreciation for the organizing team, faculty members, staff, students and all those working behind the scenes for their dedication, coordination and teamwork in successfully organizing the programme.

He concluded by wishing the Fisheries-Startup and Aquapreneurship Stakeholders Meet great success and expressed his gratitude to all participants for their valuable presence and support.

Dr. R. Naganna invited and encouraged all participants to actively participate in the technical sessions, interactive discussions, and networking activities scheduled for the remainder of the programme.



Dr. R. Naganna
Business Executive
MANAGE-FISHub.

Startups Exhibition and Networking



*Great things are done by a series of small things brought together.”
-Vincent van Gogh*

Startups Exhibition and Networking



"Coming together is a beginning; keeping together is progress; working together is success."
-Henry Ford

Startup Pitching Session

ECO Hyacinth

Founder: Mr. Akshay Gautam

Co-founder: Mr. Aditya Kumar Pandre

Vision

To transform water hyacinth from an environmental problem into sustainable products and livelihood opportunities for fishing communities.

Problem

- Water hyacinth heavily infests ponds and water bodies.
- It blocks sunlight and reduces oxygen availability, affecting aquatic ecosystems and fish production.
- Fishermen spend time and money removing the weed without gaining economic value from it.
- Limited utilization of removed water hyacinth creates a recurring waste-management challenge.

Solution

- ECO Hyacinth follows a “Waste to Value” approach.
- Collects water hyacinth from infested ponds.
- Converts dried hyacinth into a usable raw material.
- Trains women and local artisans, especially from fishing communities.
- Produces eco-friendly and value-added products such as baskets, bags, mats, storage products, home décor, and sustainable packaging.
- Promotes pond restoration alongside livelihood generation.

Business Model

- Pond → Water Hyacinth Removal → Raw Material → Skill Development → Value Addition → Market → Income
- ECO Hyacinth connects fishermen and pond communities as raw-material suppliers with trained women artisans as value creators, while generating revenue through the sale of sustainable products in domestic and potential international markets.

Core Value Proposition

“Turning an invasive aquatic weed into sustainable products, entrepreneurship, and livelihoods.”



Mr. Akshay Gautam
Founder, ECO Hyacinth



Startup Pitching Session

Clever Fish Foods Pvt. Ltd.

Founder & Director: Mr. Aditya Kumar Pandre

Co-Founder: Ms. Dipti Pandre

Vision

"To make fish-based nutrition accessible, reduce post-harvest losses, and create better income opportunities for fish farmers."

Problem

- Low-value freshwater fish and prawns often receive limited market value.
- Post-harvest losses and wastage reduce farmers' income.
- Limited value-added fish products restrict market opportunities.
- Consumers have limited access to convenient, nutritious, protein-rich fish snacks.

Solution

- Clever Fish Foods converts low-value fish and prawns into nutritious, convenient, high-value food products.

Key Products:

- Fish Chips • Fish Tangle • Prawn Chips • Prawn Tangle • Lemon Masala Fish/Prawns • Fish & Prawn Pickles

Business Model

- Fish Farmers → Fish & Prawn Procurement → Value Addition & Processing → Branded Products → Market/Consumers → Revenue
- Farmer linkage: 800+ farmers, with a target of 1,200+.
- Value addition: Processing low-value fish and prawns into shelf-stable, ready-to-eat products.

Market: Direct consumer and institutional/retail opportunities.

Key Value Proposition

"Transforming low-value fish into high-value, nutritious foods while creating better markets for farmers."



Mr. Aditya Kumar Pandre
Founder & Director
Clever Fish Foods Pvt. Ltd.



Startup Pitching Session

Thakur Biofloc Aqua Solutions

Founder: Mr. Brajesh Thakur

Vision

“To make practical aquaculture technology accessible to farmers and create sustainable livelihood opportunities for rural and tribal communities, especially women and Self-Help Groups.”

Problem

- Biofloc farmers face practical challenges in water quality, ammonia control, aeration, and production management.
- High ammonia levels can negatively affect fish health, survival, and farm productivity.
- Rural and tribal women often have limited access to aquaculture technologies, skills, and income-generating opportunities.



Mr. Brajesh Thakur
Founder
Thakur Biofloc Aqua Solutions

Solution

- Thakur Biofloc Aqua Solutions combines aquaculture technology with community-based livelihood development.
- Developing an Ammonia Control System that can be retrofitted into existing Biofloc systems.
- Supporting better water-quality and ammonia management in Biofloc fish farming.
- Training rural and tribal women in chemical-free dry fish preparation and value addition.



Business Model

- Aquaculture Technology + Farmer Support + Women Skill Development + Value Addition = Sustainable Livelihoods

Technology: Develop and provide practical ammonia-control solutions for Biofloc farmers.

Training: Build the capacity of farmers, women, and SHGs in aquaculture and fish value addition.

Market: Connect farmers and SHGs with suitable markets to generate sustainable income.

Core Value Proposition

“Technology for better aquaculture, skills for stronger communities, and sustainable livelihoods for rural and tribal families.”

Startup Pitching Session

AQUATIC Nature Private Limited

Ankit R. Upadhayay
Founder & CEO

Vision

Striving to become a premier institution renowned for delivering high-quality training, insightful research, and expert consultancy services in agriculture and rural development to support its client organizations.

Problem

- Fish market and poultry processing generate significant organic waste.
- Conventional disposal of such waste can create environmental and resource-management challenges.
- Farmers also face the need for cost-effective and sustainable alternatives to synthetic agricultural inputs.

Solution

- AquaXtract follows an integrated “Waste-to-Wealth” bio-refinery approach.
- Collects fish market waste, poultry processing waste, and other organic by-products.
- Uses advanced biotechnology and resource-recovery processes to convert waste into high-value bio-based products.
- Integrates waste collection, scientific processing, product manufacturing, and market linkages on one platform.
- Develops sustainable products such as organic fertilizers and animal-feed products.
- Promotes zero-residue and circular-economy operations.



Prathvi Singh Rajput
District Manager
AQUATIC Nature Private Limited



Business Model

Waste Collection → Scientific Processing → Bio-Refinery Conversion → Product Manufacturing → Market Linkages →

Core Business Proposition:

“Transforming biological waste into sustainable wealth through innovation, biotechnology, and circular economy.”

Startup Pitching Session

Nayak Pearls & Spirulina Farming

Founder: Dilip Jadev (NAYAK)

Vision

To build a sustainable and profitable integrated aquaculture enterprise combining pearl culture and spirulina farming, producing high-value products while creating employment, improving rural livelihoods, and promoting environmentally responsible farming.

Problem

- Low productivity and inconsistent quality in pearl farming due to inadequate technical knowledge, seed quality, and water management.
- Limited awareness and commercial production of high-value spirulina.
- Farmers often depend on a single aquaculture income source, increasing financial risk.
- Limited value addition, branding, processing, and organized market linkages for pearl and spirulina products.

Solution

- Establish scientific pearl farming using quality mussels, proper implantation techniques, water-quality monitoring, and improved farm management.
- Develop spirulina cultivation using controlled and eco-friendly production systems.
- Integrate both activities to improve resource utilization, income diversification, and sustainability.
- Add value through pearl jewellery, processed spirulina powder/tablets, quality packaging, branding, and direct marketing.

Business Model

- Farm → Processing → Branding & Packaging → Distributors/Retailers → Consumers



Dilip Jadev (NAYAK)
Founder
Nayak Pearls & Spirulina Farming



Startup Pitching Session

Rai Fisheries

Founder: Dr. Sujeet Kumar Rai

Vision

To become a trusted aquaculture service provider that empowers fish farmers across India with quality inputs, scientific technical guidance, digital knowledge, and sustainable fish farming technologies and farmer livelihoods.

Problem

- Farmers often face difficulty accessing quality fish seed and reliable aquaculture medicines on time.
- Lack of technical knowledge regarding pond preparation, stocking, feeding, water quality, and disease management affects farm productivity.
- Limited access to expert guidance, particularly for adopting Biofloc, liner ponds, and other modern aquaculture systems.
- Scientific aquaculture information is not always easily accessible

Solution

- Supply quality fish seed and aquaculture health-management products with proper billing and documentation.
- Provide doorstep delivery to fish farmers across multiple states.
- Promote modern technologies such as Biofloc, liner pond culture, and scientific fish farming.
- Build partnerships with Fishermen Cooperative Societies, progressive farmers, fisheries institutions, and aquaculture stakeholders.

Business Model

Quality Aquaculture Inputs + Doorstep Supply + Technical Consultancy + Digital Knowledge = Farmer-Centric Aquaculture Service Business

Value Proposition

“Quality fish seed and aquaculture inputs delivered to farmers, backed by practical technical guidance and scientific knowledge.”



Ms. Sonal
PG Student

College of Fishery Science
Jabalpur, Madhya Pradesh

तालाब आपका, मुनाफा आपका!
आज ही शुरू करें आधुनिक और प्राकृतिक मछली पालन और बदलें अपनी किस्मत!

RAI FISHERIES
राय फिशरीज़
A SIGHT TOWARDS BLUE REVOLUTION

Dr. Sujeet Kumar Rai
मत्स्य विशेषज्ञ

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ज्ञान • तकनीक • समर्पण | सफल मछली पालन की ओर पहला कदम

SERVICES : (सुविधाएँ)

- Live Fish Seed Supply (मत्स्य बीज)
- Consultancy (परामर्श)
- Pond Construction & Management (तालाब निर्माण एवं प्रबंधन)
- Soil & Water Test (जल व मृदा की जांच)
- Supplementary Fish Feed & Medicine (पोषक आहार एवं दवाईयां)
- Ornamental Fish & Equipment Supply (रंगीन मछली एवं उपकरण)
- Fishing Equipment (मछली संबंधित सभी उपकरण)

@rai_fisheries_mp

AquaTalks: Voices from the Fisheries Startup & Aquapreneurship Stakeholders Meet

As part of the Fisheries Startup and Aquapreneurship Stakeholder Programme, 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 featured fisheries startup founders, aquapreneurs, industry experts, and programme participants, offering diverse perspectives on entrepreneurship, innovation, business opportunities, value addition, marketing, and emerging trends in the fisheries sector. Entrepreneurs shared their experiences and practical insights, while participants reflected on their learning, challenges, and entrepreneurial aspirations.

Through AquaTalks, expert knowledge, entrepreneurial experiences, and stakeholder perspectives were brought together as a digital knowledge resource, extending the impact of the Fisheries Startup & Aquapreneurship Stakeholder Programme to a wider audience through the MANAGE-FISHub YouTube channel.



*"The more you engage, respond, and create meaningful interactions,
the more your brand stays top-of-mind and drives real results."*

-Mark Cuban

Valedictory Address

The Valedictory Session of the Fisheries-Startup and Aquapreneurship Stakeholders Meet was conducted with the participation of distinguished dignitaries, experts, entrepreneurs, aquapreneurs, researchers, students, farmers, and other stakeholders.

The session was addressed by Dr. Sona Dubey, Associate Professor, who highlighted the importance of converting technical knowledge and innovative ideas into viable entrepreneurial opportunities in fisheries and aquaculture. She appreciated the active participation of all stakeholders and emphasized the need for continued collaboration among academia, government departments, financial institutions, startups, and farming communities.

The technical sessions provided participants with practical insights into scientific aquaculture, entrepreneurship, innovation, value addition, market opportunities, government schemes, financial support, and sustainable fisheries practices. The sessions also facilitated meaningful interaction between experts and participants.

The startup pitching sessions provided an opportunity for emerging entrepreneurs and aquapreneurs to present their innovative business ideas, products, technologies, and solutions. Expert feedback received during the pitching sessions helped participants understand the importance of market potential, business models, scalability, value addition, and customer-oriented solutions.



Dr. Sona Dubey
Associate Professor
College of Fishery Science
NDVSU, Jabalpur, Madhya Pradesh

Dr. Sona Dubey expressed sincere gratitude to Dr. Rakhi Vaish, Registrar, NDVSU; Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE, Hyderabad; Dr. Sunil Nayak, Director, Extension Services; Dr. Giridhari Das, Director, Diploma; Dr. S.K. Mahajan, Dean, College of Fisheries, NDVSU; Mr. Girish Meshram, Joint Director, Department of Fisheries, Madhya Pradesh; Ms. Devina, NABARD; and Dr. R. Naganna, Business Executive, MANAGE-FISHub, for their valuable guidance, support, and contribution to the successful conduct of the programme.

The session concluded with a call to strengthen innovation, entrepreneurship, stakeholder networking, and sustainable aquaculture practices for improving livelihoods and creating new business opportunities in the fisheries sector.

Vote of Thanks

Dr. Nivedha C.K., Innovation Research Fellow, MANAGE-FISHub, delivered the Vote of Thanks at the Fisheries-Startup & Aquapreneurship Stakeholders Meet.

She expressed her sincere gratitude to all the dignitaries, experts, stakeholders, entrepreneurs, startups, researchers, students, farmers, and participants whose presence and active engagement contributed to the successful conduct of the programme.

Dr. Nivedha C.K. conveyed her heartfelt thanks to Dr. Rakhi Vaish, Registrar, NDVSU, Madhya Pradesh, for her valuable presence.

She expressed special appreciation to Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE and CEO, MANAGE-FISHub, Hyderabad, for his leadership, guidance, and continued efforts in promoting entrepreneurship.



Dr. Nivedha C.K.
Innovation Research Fellow
MANAGE-FISHub

She also acknowledged the valuable support and guidance of Dr. Sunil Nayak, Director, Extension Services; Dr. Giridhari Das, Director, Diploma; and Dr. S.K. Mahajan, Dean, Dr. Sona Dubey, Associate Professor, College of Fisheries, NDVSU. Their support and encouragement played an important role in facilitating the participation of academic, extension, and fisheries stakeholders in the programme.

Dr. Nivedha C.K. extended her sincere thanks to Mr. Girish Meshram, Joint Director, Department of Fisheries, Madhya Pradesh, for his valuable insights on the fisheries sector and for highlighting opportunities and institutional support available for fish farmers and aquapreneurs.

She also expressed her gratitude to Ms. Devina, NABARD, for her participation and valuable perspectives on financial and institutional support for fisheries-based enterprises and entrepreneurship development.

Dr. Nivedha C.K. also thanked all the resource persons and technical experts who shared their knowledge and practical experiences through the technical sessions. She highlighted that the sessions provided participants with valuable insights into scientific aquaculture, emerging technologies, entrepreneurship development, business opportunities and sustainable fisheries practices.

She further expressed appreciation to all startups, aquapreneurs, fish farmers, researchers, students, entrepreneurs, and participants for their enthusiastic participation and active interaction throughout the event. Their questions, ideas, experiences, and discussions contributed significantly to the overall success of the Stakeholders Meet.

Dr. Nivedha C.K. acknowledged the dedicated efforts of the organizing and support teams for their coordination and commitment in ensuring the smooth conduct of the programme.

The Vote of Thanks concluded with sincere appreciation to all stakeholders for making the Fisheries-Startup & Aquapreneurship Stakeholders Meet a meaningful platform for knowledge sharing, collaboration, and promotion of fisheries entrepreneurship.

Media Coverage

The media coverage for the Fisheries-Startup and Aquapreneurship Stakeholders Meet—organized under the MANAGE-FISHub initiative in collaboration with NDVSU, Jabalpur, Madhya Pradesh highlighted the emerging momentum in India's Blue Economy.

Top national and regional Print, digital news platforms covered the event, framing it as a critical stepping stone for high-impact entrepreneurship in India. Broad public reaction praised the event for connecting young innovators directly with market capital and sector experts.

मत्स्य विज्ञान महाविद्यालय में हुई फिशरीज स्टार्टअप एवं एक्वाप्रेन्योरशिप स्टैकहोल्डर्स मीट

युवा एवं महिलायें अपनाये वैज्ञानिक दृष्टिकोण

सहोदर समाचार • जबलपुर

नागजी देशमुख पशुचिकित्सा विज्ञान विश्वविद्यालय एवं डीय कृषि विस्तार प्रबंध स्थान इंदोराबाद के संयुक्त प्राध्यापन में बुधवार को मत्स्य विज्ञान महाविद्यालय में 'फिशरीज स्टार्टअप एवं एक्वाप्रेन्योरशिप स्टैकहोल्डर्स मीट' का आयोजन किया गया।

एवम्स का शुभारंभ मुख्य अतिथि कुमारी राई, राष्ट्रीय, कार्यक्रम अध्यक्ष विद्यालया डॉ. एस. के. राजन, नाबाई की देविना, एक्वाकल्चर स्टार्टअप के माध्यम से आयोजित किया गया।

तथा डॉ. गिरिधारी दास ने मुद्रा अतिथि डॉ. राखी वैश्य ने युवाओं व महिलाओं को वैज्ञानिक दृष्टिकोण अपनाकर एक्वाकल्चर स्टार्टअप के माध्यम से आयोजित किया गया।

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मत्स्य पालन-स्टार्टअप और एक्वाप्रेन्योरशिप हिताधारकों के बीच बैठक का सफल आयोजन

■ ओपाल, लोकटेल रिपोर्ट

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कार्यशाला : आरएस तकनीक से बढ़ाई जाएगी किसानों की आय

मत्स्य पालन-स्टार्टअप और एक्वाप्रेन्योरशिप स्टैकहोल्डर्स मीट में हुआ मंच

कार्यशाला : आरएस तकनीक से बढ़ाई जाएगी किसानों की आय

एक्वाकल्चर स्टार्टअप से बनें आत्मनिर्भर

सहोदर समाचार • जबलपुर

एक्वाकल्चर स्टार्टअप से बनें आत्मनिर्भर

Startup & Aquapreneurship Stakeholders Meet

समाचार • एक्वाकल्चर में नाबाई और स्टार्टअप को बढ़ावा देना

मत्स्य विज्ञान महाविद्यालय जबलपुर और मैनज इंदोराबाद के संयुक्त प्राध्यापन में फिशरीज स्टार्टअप एवं एक्वाप्रेन्योरशिप स्टैकहोल्डर्स मीट का सफल आयोजन

समाचार • एक्वाकल्चर में नाबाई और स्टार्टअप को बढ़ावा देना

TheHitavada

JABALPUR ■ Thursday ■ August 13 ■ 2026

Fisheries College organises 'Fisheries startup and aquapreneurship stakeholders meet'

■ Staff Reporter

COLLEGE of Fisheries, Jabalpur, in collaboration with National Institute of Agricultural Extension Management (MANAGE), Hyderabad, organised a 'Fisheries-Startup and Aquapreneurship Stakeholders Meet' on Wednesday.

Held under the guidance of NDVSU Vice-Chancellor Dr Mandeep Sharma and MANAGE Director Dr Saravanan Raj, the event aimed to bring startups, entrepreneurs, fish farmers, students, industry representatives and other stakeholders together for knowledge exchange, networking and strengthening the fisheries entrepreneurship ecosystem.

Around 300 fish farmers, farmers, young innovators and other participants from Jabalpur and nearby areas attended the programme. The inaugural session was attended by NDVSU Registrar Dr Rakhi Vaishya, College of Fisheries Dean Dr SK Mahajan, NABARD representative Devina, Director Extension Dr Sunil Nayak, MP Fisheries Department Joint Director Girish Meshram and other officials.

Dr Saravanan Raj highlighted MANAGE-FISHub initiatives and available technical and financial support for incubation, funding and market access. Dr Rakhi Vaishya encouraged youth and women to explore scientific aquaculture entrepreneurship. NABARD representative Devina explained loan, subsidy and FPO schemes. Dr SK Mahajan highlighted technologies such as Biofloc and Recirculating Aquaculture Systems (RAS) for increasing farmers' income.

A start-up exhibition showcased aquaponics, integrated fish farming, RAS, ornamental fish farming, fish feed, ammonia-control systems and pearl farming. A live NFDP registration under PM-MKSSA, start-up pitching and Q&A sessions were also conducted. The event concluded with discussions aimed at promoting innovation, entrepreneurship and sustainable growth in the fisheries sector.

Guests and officials inaugurating the programme at the college.

"Publicity is absolutely critical. A good story is worth more than a front-page ad."

-Richard Branson



भारत सरकार
GOVERNMENT OF INDIA
मत्स्यपालन विभाग
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(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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