



भारत सरकार
GOVERNMENT OF INDIA
मत्स्यपालन विभाग
Department of Fisheries



AquaReach

Aquapreneurship Acceleration Program

Hands-on training to help households start aquaculture income models

Organized by

MANAGE - FISHub

In collaboration with



**Nanaji Deshmukh Veterinary
Science University (NDVSU)**



14-08-2026



College of Fishery Science, Jabalpur, M.P





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.

Our Focus Areas



Integrated &
Secondary
Aquaculture



Fisheries Input &
Feed Technology



Blockchain
Technology



Waste to Wealth



Aquaculture
Mechanization &
Innovation



Fisheries Extension
& Advisory



Biotechnology &
Genetics



AI & IOT in
Fisheries



Post-Harvest & Cold
Chain Innovations



Other Innovations in
Fisheries &
Aquaculture



Nanaji Deshmukh Veterinary Science University (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. The College of Fishery Science (CoFS), Jabalpur is the only constituent fisheries college of Nanaji Deshmukh Veterinary Science University (NDVSU) in Madhya Pradesh. It was established in 2012 to address the growing demand for skilled professionals in inland fisheries, aquaculture, fish health, and fisheries management in Central India. The college has become an important centre for fisheries education, research, and extension, particularly focusing on freshwater aquaculture, reservoir fisheries, and sustainable fisheries development. (<https://www.ndvsu.org.in>).

Objectives

1

To Impart Education in Veterinary, Fisheries and Allied Sciences

To Advance Learning and Promote Research in Veterinary and Fisheries Sciences

2

3

To Undertake Extension of Veterinary and Fisheries Sciences to Rural Communities

Human Resource Development & Sustainable Livestock and Fisheries Development

4

About the Program

The AquaReach program is an initiative by MANAGE- FISHub for district-level aquapreneurship acceleration. The program to create practical, income-generating models that households can adopt immediately after training. Under this program, each month one district in one state will be selected for a focused hands-on training session.

Objectives of the program

- To create multiple income streams within limited house-hold resources
- To build community based micro enterprise units
- To build aquapreneurs in each district through hands on practical demonstration

1st Day: Offline Training

7th Day: First Follow Up (Online) on Pre incubation and Incubation Registration

15th Day: Second Follow Up (Online)

30th Day: Final Follow Up (Online)

Who Can Attend?



Farmers



FFPO and Cooperatives



Students



Youth

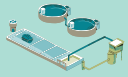


SHGs



Aspiring Entrepreneurs

Focus Areas



Aquaculture
Mechanisation
& Innovation



AI & IOT in
Fisheries



Waste to
Wealth



Biotechnology
& Genetics



Integrated &
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Aquaculture



Blockchain
Technology



Fisheries Extension
&
Advisory



Post-Harvest
& Cold chain
innovations



Fisheries Inputs
& Feed Technology



Other Innovations
in Fisheries &
Aquaculture

Key Takeaways



Hands-On Skills

Learn practical, low-cost aquaculture models that can be started immediately at the household level.



Multiple Income Streams

Understand income diversification strategies using fish, vegetables, poultry, floriculture, and waste-to-wealth techniques.



Build Network

Build connections with community networks, SHGs, youths, and local market linkages to support micro-enterprise growth.



Ongoing Mentorship & Support

Become part of a district-level aquapreneur community, supported by MANAGE-FISHub's month-long follow-up system.



Program Background

MANAGE-FISHub, in collaboration with the College of Fishery Science, Nanaji Deshmukh Veterinary Science University (NDVSU), Jabalpur, organized the Aqua Reach – Aquapreneurship Acceleration Programme at the College of Fishery Science, NDVSU. The programme aimed to provide participants with practical exposure to scientific aquaculture practices while promoting fisheries entrepreneurship, innovation, and sustainable livelihood opportunities.

The programme was coordinated by Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE & CEO, MANAGE-FISHub, and Dr. Nivedha C. K., Innovation Research Fellow, MANAGE-FISHub, with support from Dr. S. K. Mahajan, Professor, and faculty members of the College of Fishery Science, NDVSU.

The programme included technical sessions, practical demonstrations, interactive discussions, and entrepreneurship-oriented sessions, covering scientific pond management, fish seed handling and acclimatization, integrated fish farming, aquarium entrepreneurship, fisheries business opportunities, and government support mechanisms.

A total of 49 participants attended the programme, comprising approximately 30 fish farmers, 16 aspiring aquapreneurs, and representatives from 3 fisheries and aquaculture startup companies. The diverse participation enabled meaningful interaction among farmers, entrepreneurs, startups, and technical experts, providing participants with practical knowledge and exposure to emerging opportunities in the fisheries and aquaculture sector.

The programme successfully strengthened participants' understanding of scientific aquaculture, entrepreneurship, innovation, and sustainable fisheries-based enterprises, contributing to the overall objective of Aqua Reach.



Training Session

Pond Culture Preparation and Management

Dr. Sona Dubey, Associate Professor, College of Fishery Science, NDVSU, delivered an informative technical session on Pond Culture Preparation and Management, focusing on the key practices required for efficient and sustainable pond-based aquaculture.



She explained important aspects of pond-based fish culture, including stocking density, fish feeding techniques, feed management, water quality maintenance, and routine pond management practices. She emphasized the importance of maintaining optimum pond conditions, adopting appropriate stocking densities, following scientific feeding schedules, and minimizing feed wastage to ensure healthy fish growth and efficient resource utilization.



The session provided participants with practical knowledge on scientific pond management practices, enabling them to improve fish survival, growth, production efficiency, and profitability through better management of culture ponds.

“Scientific pond management is the foundation of productive and sustainable aquaculture.”

***— Dr. Sona Dubey
Associate Professor, College of
Fishery Science, NDVSU***

Training Session

Fish Seed Handling and Acclimatization Demonstration

Mr. Mohan Singh, Fish Farmer, Jabalpur, conducted a practical demonstration on Fish Seed Handling and Acclimatization, providing participants with hands-on knowledge of the appropriate practices involved in handling and stocking fish seed.

He demonstrated the proper methods of fish seed handling, transportation, acclimatization, and stocking, emphasizing the need to minimize stress and physical injury during transportation and release. Participants were also explained the importance of gradually acclimatizing fish seed to the pond water conditions before stocking to improve adaptation and survival.

The practical demonstration enabled participants to gain field-level knowledge on proper fish seed management, helping them understand the importance of careful handling and acclimatization for better survival, healthy stocking, and successful pond establishment.



“Healthy stocking begins with careful handling and proper acclimatization.”

**— Mr. Mohan Singh
Fish Farmer, Jabalpur**

Training Session

Aquarium Setup, Management and Entrepreneurship Opportunities

Mr. Diljeet Singh, Aqua Hut Aquarium, Jabalpur, delivered an insightful practical session on Aquarium Setup, Management and Entrepreneurship Opportunities, introducing participants to the technical and business aspects of aquarium-based enterprises.

He explained the essential aspects of aquarium establishment and management, including aquarium setup, selection of suitable fish species, tank maintenance, water quality management, feeding, and routine care. The session also highlighted the growing demand for ornamental fish and aquarium services and the potential for developing aquarium-related enterprises as an alternative avenue within the fisheries sector.

The practical session provided participants with hands-on insights into aquarium management and entrepreneurship, enabling them to explore ornamental fisheries and aquarium services as potential income-generating business opportunities.



“From passion for ornamental fish to a promising entrepreneurial opportunity.”

***— Mr. Diljeet Singh
Aqua Hut Aquarium, Jabalpur***

Training Session

Fisheries Entrepreneurship Opportunities, PMMSY Schemes and Startup Support Mechanisms

Dr. Sona Dubey, Associate Professor, College of Fishery Science, NDVSU, delivered an informative session on Fisheries Entrepreneurship Opportunities, PMMSY Schemes and Startup Support Mechanisms, highlighting the growing scope of entrepreneurship in the fisheries and aquaculture sector.

She discussed various business and livelihood opportunities in fisheries and aquaculture, encouraging participants to explore enterprise possibilities across fish production and allied activities. The session also provided an overview of PMMSY schemes, government support, institutional assistance, and startup support mechanisms available for aspiring entrepreneurs in the fisheries sector.

The session enhanced participants' awareness of available support systems and entrepreneurial opportunities, enabling them to identify potential aquaculture-based business ventures and make informed use of government schemes and institutional support.



“Turning opportunities and support into sustainable fisheries enterprises.”

— Dr. Sona Dubey
Associate Professor, College of Fishery Science, NDVSU

Training Session

Integrated Fish Farming Models

Dr. Prateek Kumar Tiwari, College of Fishery Science, NDVSU, delivered an informative technical session on Integrated Fish Farming Models, focusing on the integration of aquaculture with other agricultural and livestock-based activities for efficient resource utilization.

He explained various integrated farming approaches and highlighted the importance of resource recycling, diversification of farm income, efficient utilization of farm inputs, and sustainable production practices. The session demonstrated how fish culture can be integrated with suitable crop and livestock components to optimize available resources and generate multiple sources of income.

The session provided participants with practical insights into resource-efficient and sustainable aquaculture enterprises, enabling them to explore integrated fish farming as a viable model for enhancing farm productivity, income diversification, and livelihood opportunities.



***“Integrating resources, diversifying income,
and building sustainable farms.”***

**— Dr. Prateek Kumar Tiwari
College of Fishery Science, NDVSU**

Valedictory Session

The Valedictory Session marked the successful conclusion of the Aqua Reach – Aquapreneurship Acceleration Programme organized by MANAGE–FISHub in collaboration with the College of Fishery Science, Nanaji Deshmukh Veterinary Science University (NDVSU), Jabalpur. The session was graced by Dr. S. K. Mahajan, Professor, College of Fishery Science, NDVSU, along with other faculty members and dignitaries of the College.

The dignitaries appreciated the collaborative efforts of MANAGE–FISHub and NDVSU in organizing a practical and entrepreneurship-oriented programme aimed at strengthening the knowledge and skills of fish farmers, students, and aspiring aquapreneurs.

As part of the valedictory programme, Dr. Nivedha C. K., Innovation Research Fellow, MANAGE–FISHub, presented the programme report, highlighting the objectives of Aqua Reach, participant profile, technical sessions, practical demonstrations, and overall outcomes of the programme. She also highlighted the active participation and engagement of fish farmers, students, entrepreneurs, and other stakeholders throughout the programme.

The session concluded with the distribution of certificates to the participants, recognizing their successful participation in the Aqua Reach programme and encouraging them to apply the knowledge and skills gained towards developing sustainable and income-generating aquaculture enterprises.



AquaTalks Capturing Voices from Aqua Reach

As part of the Aqua Reach – Aquapreneurship Acceleration Programme at the College of Fishery Science, NDVSU, Jabalpur, 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 included Aqua Reach resource persons, fisheries entrepreneurs, fish farmers, and programme participants, covering diverse perspectives on fisheries entrepreneurship, aquaculture, innovation, business opportunities, practical farming experiences, career pathways, and emerging trends in the sector. The resource persons and entrepreneurs shared their technical knowledge, entrepreneurial journeys, and practical experiences, while participants reflected on their learning, aspirations, and interest in fisheries entrepreneurship.

AquaTalks brought together expert insights, entrepreneurial experiences, and participant perspectives, creating a digital knowledge resource and extending the learning and experiences of the Aqua Reach programme to a wider audience through the MANAGE-FISHub YouTube Channel.





Organising Team

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National Institute of Agricultural Extension Management (MANAGE)

(An Autonomous Organization of Ministry of Agriculture and Farmers Welfare,
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