



भारत सरकार  
GOVERNMENT OF INDIA  
मत्स्यपालन विभाग  
Department of Fisheries



MANAGE-FISHub's

# AquaReach

Aquapreneurship Acceleration Program

Hands-on training to help households start aquaculture income models

Organized by

**MANAGE - FISHub**

In collaboration with

**Udupi Kinara Fish Farmers Producers  
Company Ltd.**



15-01-2026

Kodi Fisheries and Aquaculture, Kanyana Under  
New Bridge, Kodi Kanyana, Brahmavara, Udupi



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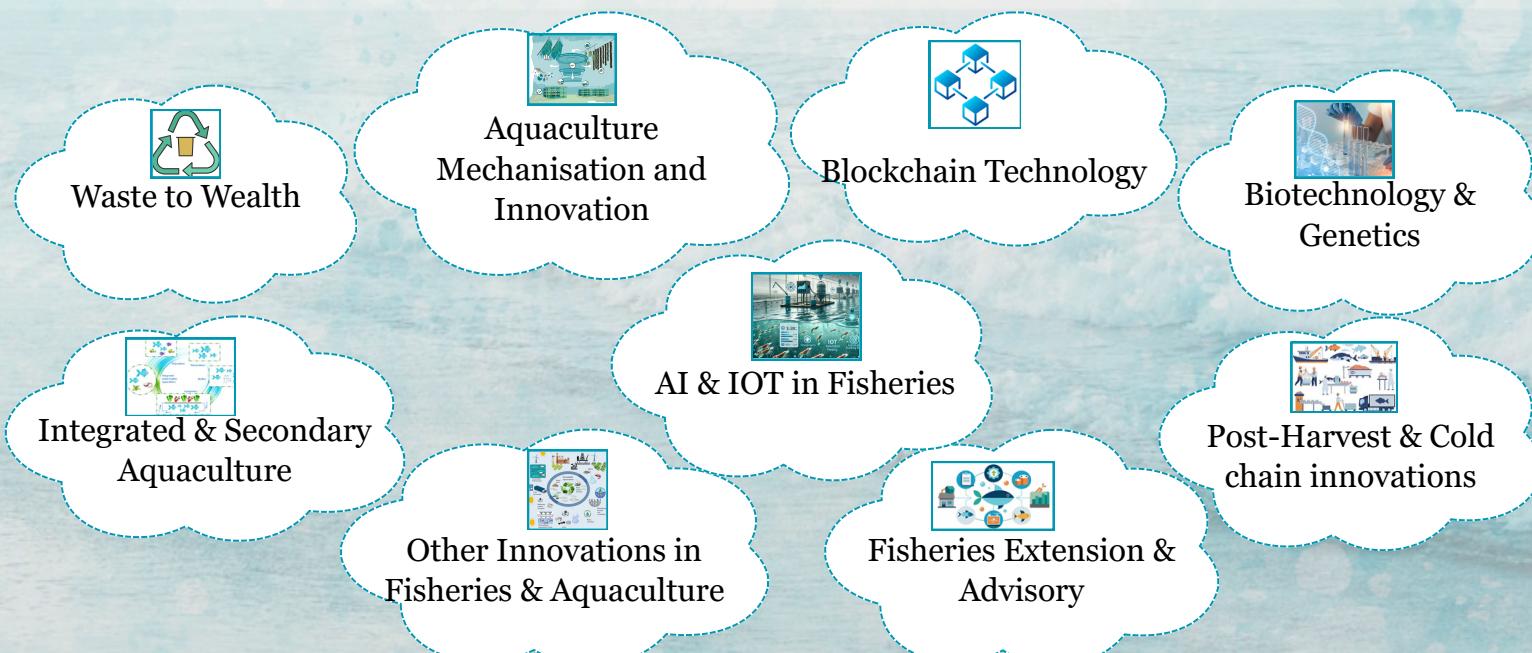
# MANAGE

he 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. M-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 Focus Areas





## **Udupi Kinara Fish Farmers Producers Company Ltd.**

The Udupi Kinara Fish Farmers Producers Organization (FFPO) is recently established and running diverse activities such as mussel and oyster farming, cage fish culture, freshwater pearl culture and value added fish products. A total of 305 members including 190 women are currently the members of the FFPO. Mr. Sudina K, a progressive fish and mussel farmer heading the FFPO, which is currently supported by the Fisheries Department, Karnataka and ICAR-KVK, Brahmavara. The FFPO members are already actively involved in diversified livelihood activities, including integrated fish farming, integrated multi-trophic aquaculture, livestock rearing, and agriculture. Also the FFPO (or individuals connected with it) launched/associated with a local retail brand "UK PEARL MART". This indicates downstream marketing/retail activity tied to pearl/mollusc production.

**Facilities**

Aquaculture & Mariculture Infrastructure Training and Demonstration

**Expertise**

Experienced Aquaculture Practitioners +  
Aquapreneurs

**Exposure**

Hands-on Training on Raft Setting, Spat Handling,  
Implantation and Value-addition

**Govt.  
Credential**

Registered FFPO under Department of Fisheries,  
Government of Karnataka



## 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?



Fisherfolks



FFPOs, Cooperatives  
& SHG's



Students and Youth



Aspiring  
Entrepreneurs

## Key Takeaways

### Skill-Based Training

Hands-on exposure to core techniques in pearl culture from raft preparation to implantation.

### Aquapreneurship & Business Focus

Training covered business models, value-addition, and jewellery market opportunities

### Build Networks

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

### Learning & Exposure

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

### Contact Us

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#### **Udupi Kinara Fish Farmers Producer Company Ltd.**

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Register here:

<https://forms.gle/wrxbyjM1GGhe2fK37>

#### **MANAGE Fisheries Innovation and Startup Hub (MANAGE - FISHHub)**

(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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<https://www.manage.gov.in/managefishhub/>