



Dept. of Animal Husbandry,  
Dairying & Fisheries



# Pre-Incubation Mentoring Program for Fisheries Startups



MANAGE Fisheries Innovation and Startup Hub (M – FISHub)

(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)

Rajendranagar, Hyderabad – 500 030, Telangana, India

<https://www.manage.gov.in/managefishub/>

## About M-FISHub

M-FISHub, established at the National Institute of Agricultural Extension Management (MANAGE), Hyderabad, with the support of the Ministry of Fisheries, Animal Husbandry and Dairying, Government of India, is a national-level incubation and innovation hub focused on transforming the fisheries and aquaculture sector through innovative technology, entrepreneurship, and ecosystem development.

## Why the Program?

The fisheries and aquaculture sector is a vital pillar of India's Blue Economy and one of the fastest-growing food-producing sectors globally. It significantly contributes to food and nutritional security, rural livelihoods, employment, and export earnings. With over 28 million people dependent on fisheries, the sector also offers immense opportunities for startups and innovators.

However, aspiring entrepreneurs face multiple challenges:



Limited understanding of the fisheries startup ecosystem and value chain.



Difficulty in refining and validating business ideas at early stages.



Inadequate knowledge of government schemes, regulatory compliance, and legal frameworks.



Limited exposure to fundraising, branding, and scaling strategies.



Need for continuous mentoring and expert handholding support.

## Program Objectives

The Pre-Incubation Mentoring Program serves as a critical foundation to overcome these challenges. It aims to:

Help idea/pre-idea stage entrepreneurs validate and refine concepts.

Provide structured guidance on business model development, market opportunities, and innovative marketing strategies.



Create a pipeline of confident, investment-ready, and ecosystem-connected fisheries startups.




Build capacity in fundraising, pitching, and investor readiness.

CAPACITY  
BUILDING



Offer one-on-one mentorship and expert-led sessions to address technical and managerial gaps.

## For Whom?

-  Fishery Startups
-  Students & Youth interested in Fisheries Entrepreneurship
-  Fisheries Extension Professionals
-  Idea Stage / Pre-Idea Stage Entrepreneurs in Fisheries & Aquaculture
-  Aspiring Aqua-preneurs
-  Professionals in the Fisheries Startup Ecosystem

## Salient Features

- **22 Days Online Mentoring Program** (15 Days Online Sessions + 7 Days Mentoring / Demo Presentation / One-on-One Sessions)
- **Individual Mentorship** from Fisheries Experts, Incubation Team & Industry Professionals
- **One-on-One Handholding Support** for Startup Growth
- Learning from a **Community of Fisheries Entrepreneurs & Aqua-Startups**
- Exposure to **Fishery Startup Success Stories & Best Practices**





## Program Content

- ✓ Opportunities in Fisheries & Aquaculture Sector
- ✓ Government Schemes for Fisheries & Aquaculture
- ✓ Fisheries Startup Ecosystem
- ✓ Ideation and Validation of Fishery Business Ideas
- ✓ Real-time Pitching Practice
- ✓ Fundraising Strategies for Fisheries Startups
- ✓ Innovative Marketing Strategies in Fisheries
- ✓ Business Model Canvas for Fishery Enterprises
- ✓ One-on-One mentoring with Fisheries experts

Registration Link:  
<https://forms.gle/utqz1W1S1W22imWs8>

 **Last date to apply:**  
**12 October, 2025**

The registration and online training is free  
and open to all aspiring Aquapreneurs and  
Students.

## Contact Us:

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