Inspiring Indian Aquapreneurs

National Institute of Agricultural Extension Management (MANAGE)
(An Organisation of Ministry of Agriculture & Farmers Welfare, Govt. of India)
Rajendranagar, Hyderabad – 500 030, T.G., INDIA
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Published by

MANAGE Fisheries Innovation and Startup Hub (MANAGE – FISHub)
National Institute of Agricultural Extension Management (MANAGE)

ISBN Number: 978-81-19663-12-5

Editors

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Citation

Santhosh Kumar, M., and Saravanan, R., 2026. Inspiring Indian Aquapreneurs, National Institute of Agricultural Extension Management (MANAGE), Hyderabad, India, pp: 1-125

Acknowledgement

The case studies and information presented in this publication have been compiled from credible institutional sources, including the National Fisheries Development Board (NFDB), Department of Fisheries, Ministry of Fisheries, Animal Husbandry and Dairying (MoFAHD), Government of India, ICAR-Central Marine Fisheries Research Institute (ICAR-CMFRI), ICAR-Central Institute of Brackishwater Aquaculture (ICAR-CIBA), ICAR - Central Institute of Freshwater Aquaculture (ICAR-CIFA), Agri-Clinics & Agri-Business Centres (AC&ABC) scheme of Ministry of Agriculture and Farmers Welfare implemented by National Institute of Agricultural Extension Management (MANAGE), The Fish Site, and Fishery News. These organizations have played a significant role in advancing fisheries and aquaculture through research, innovation, and field-level interventions nationwide. The compilation of this book has benefited from their valuable resources and documented experiences.

Dr. Abhilaksh Likhi, IAS
Secretary
डॉ. अभिलक्ष लिखी, भा.प्र.से.
सचिव

सत्यमेव जयते

भारत सरकार
मत्स्यपालन, पशुपालन एवं डेयरी मंत्रालय
मत्स्यपालन विभाग
कृषि भवन, नई दिल्ली–110001
Government of India
Ministry of Fisheries,
Animal Husbandry & Dairying
Department of Fisheries
Krishi Bhawan, New Delhi-110001

Foreword

India's fisheries and aquaculture sector is playing an increasingly important role in the country's development by contributing to livelihoods, food and nutritional security, and economic growth. As the sector evolves, greater emphasis is being placed on sustainability, innovation, efficiency, and value addition.

The emergence of aquapreneurs, especially those adopting modern technologies and innovative practices, is accelerating this transformation. Through enterprise-led approaches, they are enhancing productivity, promoting efficient resource utilization, and strengthening resilient value chains across the sector.

The compendium, '***Inspiring Indian Aquapreneurs,***' highlights inspiring success stories from across the country, showcasing how entrepreneurship, innovation, and scientific practices are creating new opportunities in aquaculture. It offers valuable insights into the sector's evolving landscape and the role of entrepreneurship in advancing India's Blue Economy vision.

I appreciate the efforts of MANAGE-FISHub in bringing out this meaningful compilation and trust it will inspire many aspiring aquapreneurs.

(Dr. Abhilaksh Likhi)

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सागर मेहरा
SAGAR MEHRA

सत्यमेव जयते

संयुक्त सचिव
मत्स्यपालन विभाग
मत्स्यपालन, पशुपालन एवं डेयरी मंत्रालय
भारत सरकार
कृषि भवन, नई दिल्ली–110001
Joint Secretary
Department of Fisheries
Ministry of Fisheries,
Animal Husbandry & Dairying
Government of India
Krishi Bhawan, New Delhi-110001

Message

India's fisheries and aquaculture sector is emerging as a powerful engine of economic growth, contributing significantly to livelihoods, nutrition, and the rural economy. With focused initiatives such as the Pradhan Mantri Matsya Sampada Yojana (PMMSY) and Fisheries and Aquaculture Infrastructure Development Fund (FIDF), the sector is steadily transforming through innovation, world class fisheries infrastructure technology adoption, and entrepreneurship.

In this context, the role of aquapreneurs is of paramount importance. These individuals are not merely producers but innovators, risk-takers, and changemakers who are transforming traditional fisheries practices into modern, efficient, and sustainable enterprises. By strengthening both backward and forward linkages in the fisheries value chain, aquapreneurs are contributing significantly to employment generation, income enhancement, and rural development.

The compendium on "Inspiring Indian Aquapreneurs" is a commendable effort in documenting and showcasing the journeys of such remarkable individuals from across the country. These success stories highlight diverse models of aquaculture, ranging from seed production and feed innovation to integrated farming, value addition, and technology adoption. They serve as powerful examples of how determination, innovation, and scientific practices can lead to sustainable and profitable enterprises.

This publication will serve as a valuable source of inspiration and guidance for aspiring aquapreneurs, students, and stakeholders. I also appreciate the MANAGE-FISHub for this meaningful effort and hope it encourages many more to contribute to the growth of India's Blue Economy.

Sagar Mehra

(Sagar Mehra)

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Rajendranagar, Hyderabad-500 030
Telangana, India

Preface

Fisheries in India is witnessing a remarkable transformation, driven by innovation, entrepreneurship, and the growing aspirations of youth. Across the country, aquapreneurs are emerging as key change agents for adopting scientific practices, building enterprises, and creating sustainable livelihoods.

As an institution committed to promoting agri-entrepreneurship and capacity building, MANAGE recognizes the importance of documenting and disseminating such success stories. These real-life journeys not only inspire but also provide practical insights into building viable and scalable enterprises in the fisheries sector.

The book "Inspiring Indian Aquapreneurs" captures diverse experiences from various regions of our country, showcasing how knowledge, innovation, and perseverance can transform challenges into opportunities.

This publication brings out diverse field-level experiences and practical insights that can support aspiring aquapreneurs, students, researchers, and other stakeholders in understanding the opportunities within the fisheries sector and engaging meaningfully in the growth of our sector.

(Saravanan Raj)

Inspiring Indian Aquapreneurs

Annual Turnover	Employment Generated
₹ 3-4 crores	15

Fisheries Brand Ambassador of Assam – 2019 – Department of Fisheries, Assam
Assam State Award for Best Farmer (Doubling Farmers' Income) – 2020 - Department of Fisheries, Assam

Mr. Amal Medhi
Medhi Quality Fish Seed Producer and Supplier
Nalbari, Assam
8812838707

Finfish Hatchery

Problem

- Severe shortage of quality indigenous fish seed in Assam, especially for air-breathing species
- Heavy dependency on seed from outside the state (Bangladesh & Kolkata), causing high cost and revenue outflow.
- Lack of modern hatchery infrastructure and technical knowledge restricted local seed production and aquaculture growth.

Solution

- Developed a large-scale indigenous seed production system backed by scientific breeding techniques and innovative hatchery design.
- Expanded the enterprise from 0.5 acres to 25 acres, building a strong production base.
- Achieved 1 crore spawn per cycle (every 5 days)—20–25 times higher than conventional FRP hatcheries, ensuring seed self-sufficiency.faster growth.

Business Model

- Maintains broodstock of air-breathing fishes (Magur, Kawoi, Singhi, Pabda) under scientifically managed breeding & rearing systems.
- Operates a year-round, high-volume hatchery model supporting mass-scale seed output.
- Strong market linkages with farmers, nurseries and trader networks across Assam and neighboring states for wide distribution.
- Provides seed supply + consultancy, benefiting 10,000+ farm families and guiding 15,000 farmers, building a self-reliant seed ecosystem.



2 Shrimp Toilet Innovator

Annual Turnover	Employment Generated
₹ 90-96 lakhs	10

Smart Yield through Shrimp Toilet –
Featured as Success Story by National Fisheries Development Board (NFDB)

Mr. Nagaraju
Nagahanuman Fish and Shrimp Farm
Krishna, Andhra Pradesh
9951694422

Shrimp Culture

Problem

- Bottom sludge accumulation in Vannamei ponds leads to polluted pond environment and poor water quality.
- Disease outbreaks (bacterial & viral) increase due to unhealthy pond bottom, causing heavy mortalities.
- Reduced feed intake and slow growth results in low yields and serious financial losses for shrimp farmers.

Solution

- Adopted Shrimp Toilet Technology in 4 ha Vannamei farm with project cost of ₹10 lakh (2020).
- Introduced central sludge collection pit with sludge motor pumping system to remove waste regularly.
- Maintained clean pond bottom & healthy water ecosystem, resulting in stress-free shrimp and faster growth.

Business Model

- Runs a semi-organic Vannamei shrimp culture system focused on clean and preventive farming.
- Shrimp toilet system minimizes pond pollution, improving biosecurity and ensuring antibiotic-free harvest.
- Serves as a demonstration farm under Matsya Sagu Badi, supporting farmer training and adoption.
- Promotes farmer-to-farmer technology transfer, creates rural employment and boosts sustainable shrimp farming.



Annual Turnover	Employment Generated
₹ 18–20 crores	70

Best Fisheries Enterprise Award –
World Fisheries Day 2020, Government of India

Mr. Karuna Raju &
Mr. Krishnam Raju
Sai Aqua Feeds
Guntur, Andhra Pradesh
9885553555

Shrimp Culture & Feed Mil

Problem

- Shrimp farmers faced high input costs, with shrimp feed as the major expense in culture operations.
- Commercial feed price reduced farm profitability, especially for small and medium farmers.
- Lack of cost-effective high-quality local feed increased dependency and limited sustainable shrimp farming margins.

Solution

- Established Sai Aqua Feeds (2015) with a 2 tons/hour feed mill and in-house quality control laboratory.
- Produced their own branded shrimp feed "Vasanthi Premium" using indigenous technology and strict quality checks.
- Reduced production cost by 20% and supplied feed at ₹55–65/kg, far lower than market price (₹88/kg).

Business Model

- Operates a vertically integrated model combining shrimp farming + feed manufacturing.
- Uses locally available ingredients with strict quality control for consistent high-performance feed output.
- Supplies feed to own farm + neighboring farmers through strong direct market linkages ensuring affordability.
- Implements biomimicry techniques (fermented organic juice from rice bran & soya) to improve pond water quality and boost survival rate by ~20%.



4 Integrated Farming Pioneer

Annual Turnover	Employment Generated
₹ 10-20 lakhs	20

Recognized for Innovative Integrated Farming – 2021, ICAR-ATARI

Mr. Binanda Baro

Aie Chaneki Agrovet Services
Baksa, Assam

7002831194

Integrated Aquaculture

Problem

- Rural communities in Assam, especially women and small farmers, had limited livelihood opportunities and seasonal income.
- Monoculture practices (paddy cultivation) resulted in low productivity and poor utilization of land and resources.
- Lack of integrated farming systems and infrastructure restricted year-round income and increased dependency on external food/income sources.

Solution

- Converted paddy fields into a complete integrated farming enterprise linking aquaculture with livestock and horticulture.
- Expanded operations from 0.9 ha to 3.5 ha, establishing 15 fish ponds, 4 hatcheries, piggery, duckery and goat farming units.
- Implemented resource recycling and smart reinvestment, improving production efficiency and earning ₹15 lakhs (2020–21) during early stage.

Business Model

- Operates an integrated agri-aqua model where aquaculture forms the core activity linked with piggery, duckery, goat farming and horticulture.
- Uses nutrient-rich organic manure from livestock units to fertilize fish ponds, reducing input costs and improving pond productivity.
- Hatchery and nursery components ensure continuous supply of quality fish seed and support internal farm expansion.
- Builds strong local market linkages for fish and livestock products, ensuring year-round income generation and economic sustainability.

Annual Turnover	Employment Generated
₹ 18-20 crores	70

Best Entrepreneur of Food Processing of Assam – 2019 – Government of Assam
Best Lady Fish Farmer of Assam – 2018 – Department of Fisheries, Assam

Ms. Chumi Bordoloi
Charu Food Processing Unit
Nagaon, Assam
8723003589

Integrated Aquaculture and Processing

Problem

- Rural women in Assam had limited economic empowerment opportunities due to dependence on traditional low-return farming systems.
- Lack of training and market-oriented enterprise models restricted women's ability to become self-reliant entrepreneurs.
- Absence of local value addition and processing units reduced profitability and prevented better income from farming activities.

Solution

- Established "Charu Food Processing Unit" and an NGO to promote women entrepreneurship through integrated farming and value addition.
- Mobilized SHGs and trained 5,000+ rural women in paddy-cum-fish, duck-cum-fish, piggery, goatery, beekeeping, nursery management etc.
- Developed a 90 ha integrated farming system with production capacity of 5,000 kg and annual turnover of ₹20 lakhs, enabling sustainable livelihood creation.

Business Model

- Operates a women-led integrated farming + food processing model, combining aquaculture, livestock rearing and allied activities.
- Uses 100% organic inputs, producing high-quality outputs that improve brand value and consumer trust.
- Strengthens profitability through processing, packaging and value addition via Charu Food Processing Unit (better shelf-life + higher price).
- NGO acts as a skill development and market linkage hub, enabling steady income, rural employment and women empowerment.

6 Clam Queen of Kovalam

Annual Turnover	Employment Generated
₹ 20-30 lakhs	100

Jamsetji Tata National Virtual Academy (NVA)
Fellowship – 2007

Mrs. Navaneetham

Kovalam Clam Women SHG
Kovalam, Kancheepuram, Tamil Nadu
044-29510390

Marine Clam Collection & Processing

Problem

- Coastal rural women in Tamil Nadu faced limited livelihood opportunities, lack of formal employ ment and unstable income.
- Despite abundant clam resources, absence of organized collection, processing and supply systems resulted in low income and market instability.
- Women faced harsh working conditions and physical risks, along with chances of resource overexploitation due to unplanned harvesting.

Solution

- Organized clam collection into a structured, demand-driven model based on orders from hatcheries and hotels.
- Introduced value addition through clam meat separation and shell drying, ensuring better utilization and higher returns.
- Implemented rotational collection practices, allowing natural replenishment and ensuring sustainable harvesting.

Business Model

- Operates a community-based women SHG model, involving 100+ women in clam collection and processing activities.
- Processing involves manual meat separation and shell drying, ensuring low investment and high employment generation.
- Maintains strong direct market linkages with hatcheries (live feed for crab & shrimp) and hotels (food market), eliminating middlemen.
- Ensures supply chain continuity by travelling nearly 60 km daily for delivery, strengthening market trust and income security.



Annual Turnover	Employment Generated
₹ 30-40 lakhs	20

Recognized as **Successful Youth Aquapreneur –** 2021 – Department of Fisheries, Assam

Mr. Nitul Chandra Das

NCD Fish Farm
Kamrup, Assam
0361-2545104

Integrated Fish Farming

Problem

- Limited employment opportunities for educated rural youth and absence of stable income options in Assam.
- Small initial landholding (0.15 ha) and limited resources made aquaculture expansion challenging.
- Inadequate access to modern aquaculture knowledge, training and infrastructure constrained early-stage enterprise development.

Solution

- Skill enhancement through modern aquaculture training programs conducted by NFDB and the Department of Fisheries, Assam.
- Enterprise expansion from 0.15 ha to 8 ha, adopting fish–duck integrated farming with a capacity of 1,000 ducks.
- Established Chinese circular hatchery and developed 4 ha wetland fingerling rearing unit for Indian Major Carps and exotic carps.

Business Model

- Operates an integrated hatchery–grow-out farming system combining seed production, grow-out ponds and duckery.
- Hatchery ensures a continuous supply of quality spawn/seed, strengthening farm self-reliance and supporting commercial seed supply.
- Utilizes locally available low-cost feed inputs (rice polish, mustard oil cake) and direct marketing of fish and fingerlings to maximize profit margins and reduce intermediary dependence.



8 Seed Champion of Udalguri

Annual Turnover	Employment Generated
₹ 30-40 lakhs	02

Best Progressive Fish Farmer Award –2021-
Department of Fisheries Udalguri

Mr. Uttam Mandal

Uttam Mandal Fish Farm
Udalguri, Assam

9101413273

Finfish Hatchery

Problem

- Limited access to modern aquaculture practices, reliable seed supply and farm infrastructure among small-scale farmers in Assam.
- Small initial operational area (0.50 ha) resulted in low productivity and reduced profitability.
- Absence of aeration systems and improved feeding practices restricted growth performance and farm yields.

Solution

- Adoption of scientific aquaculture practices with technical support from Department of Fisheries (DoF), Udalguri.
- Expanded farm size up to 1.20 acres and installation of paddle wheel aerators to maintain optimal dissolved oxygen levels.
- Introduction of pelleted floating and sinking feeds (26–28% crude protein) and diversified into seed rearing of improved carp varieties

Business Model

- Operates a hatchery-cum-grow-out enterprise, integrating seed production with table fish farming.
- Produces quality fry and fingerlings for internal stocking and commercial sale, strengthening local seed availability.
- Supplies seed to local farmers at reasonable prices, reducing dependency on external seed suppliers and building the regional value chain.
- Ensures year-round income through multiple revenue streams supported by aeration-based water quality management and nutritionally balanced feeding.



Annual Turnover	Employment Generated
₹ 80–90 crores	360

Best Enterprise Firm Award – World Fisheries Day
2020 – National Fisheries Development Board
State Best Fish Farmer Award –
2018 –Department of Fisheries, Chattisgarh

Mr. Sukdeb Mandal
M.M. Fish Seed Cultivation Private Limited
Raipur, Chhattisgarh
9755347874
mm.fish.company@gmail.com

Finfish Hatchery

Problem

- Limited livelihood opportunities and unstable income sources for fish farmers in Chhattisgarh.
- During the 1980s, Chhattisgarh faced poor fish seed availability and heavy dependency on seed supply from other states (especially Andhra Pradesh).
- Absence of local seed production infrastructure, hatcheries and large-scale farming systems constrained aquaculture expansion and increased production uncertainty.

Solution

- He started his enterprise through fish seed and fish trading (since 1985) to build capital and strengthen market networks.
- Expansion through pond development (2007) with ₹25 lakhs investment and ₹10 lakhs subsidy under RKVY, leading to profitable farming scale-up.
- Formally registered his enterprise as M.M. Fish Seed Cultivation Pvt. Ltd. (2008) and established of hatchery units (2017) for monosex tilapia and pangasius seed production.

Business Model

- Operates a vertically integrated aquaculture enterprise, combining hatchery to direct farmer services.
- Hatcheries produce quality monosex tilapia and pangasius seed for internal stocking and commercial supply.
- Large-scale production with 140 ha pond area (108 ha owned + 32 ha leased) spanning seven districts.
- Established Fish Farmers Help Centres at Raipur and Bilaspur strengthening the regional aquaculture ecosystem.

10 Delivering Technology, Empowering Farmers

Annual Turnover	Employment Generated
₹ 10–20 crores	47

Trademarked CIFAX, CIFA Carp Starter, CIFA Carp Grower and CIFA Nano

Mr. Sanjay Agrawal

M/s Agrawal Trading Pvt. Ltd.
Raipur, Chhattisgarh

7024148417

Fisheries Marketing

Problem

- Prior to 2008, aquaculture farmers had limited access to disease management tools, quality aquafeeds and diagnostic kits, restricting farm performance.
- Weak linkage between research innovations and field-level adoption resulted in ineffective disease control, lower productivity and reduced profitability.
- Absence of a consistent commercial supply chain for ICAR-CIFA technologies limited large-scale technology dissemination across India.

Solution

- Established Agrawal Trading Company (2008) to commercialize and distribute ICAR-CIFA fisheries technologies
- Developed modern production infrastructure including CIFAX production unit (2014), Diagnostic kit production unit (2017), Feed mill (2020)
- Built a reliable national technology supply system through branding, trademark registration and patents

Business Model

- Operates a technology commercialization and supply chain model, connecting ICAR-CIFA innovations directly with end-users.
- Manufactures and distributes aquaculture inputs (CIFAX, diagnostic kits, formulated feeds) through a strong dealer network and wide market reach.
- Ensures product credibility through continuous technology upgradation and ISO 9001:2015 quality standards.
- Promotes adoption through awareness programs, ToTs and farmer workshops, ensuring sustained outreach and field impact.

Annual Turnover	Employment Generated
₹ 40–50 crores	110

Best Individual Entrepreneur Award – World Fisheries Day 2020 – National Fisheries Development Board

Mr. Siddharth Mehta
R.S. Polymers / RS Polyplast
West Shalimar Bagh, Delhi
Manufacturer & Exporter
9310670971
rajeshprasaad@rsproducts.in

Fisheries Inputs and Machinery

Problem

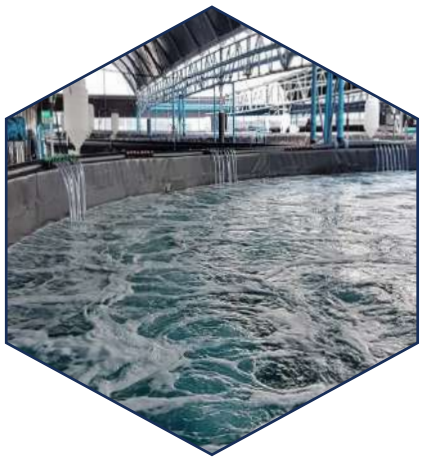
- Indian aquaculture largely depended on traditional open pond systems with low stocking density and inefficient land & water utilization.
- High exposure to soil-borne disease transmission and poor control over farm environment reduced productivity and profitability.
- Limited adoption of modern intensive technologies (Biofloc, RAS) due to lack of reliable infrastructure providers and technical support systems.

Solution

- Established RS Polyplast (2012) under R.S. Polymers to accelerate adoption of modern aquaculture technologies in India.
- Manufactured and supplied high-quality aquaculture infrastructure including tanks, geomembranes and allied components for Biofloc and RAS systems.
- Conducted extensive technical training, demonstrations enabling high-density culture and up to 5x higher production with faster investment recovery.

Business Model

- Operates a technology-driven infrastructure + training model for intensive aquaculture development.
- Provides a one-stop solution for Biofloc/RAS components (tanks, geomembranes, piping, filters, accessories).
- Ensures field-level adoption through free on-farm training and demonstrations, improving farmer confidence and success rate.
- Strengthens farm-to-market integration through collaboration with Indian Air Force, Army and BRAC livelihood programs, and buy-back/market linkage support.



12 Shrimp Man of India

Annual Turnover	Employment Generated
₹ 30–40 crores	185

Innovative Farmer Award (2023) -
Indian Council of Agricultural Research (ICAR)
Global Industry Impact Award (2024),
World Aquaculture Society

Dr. Manoj M. Sharma
Mayank Aquaculture Pvt. Ltd. (MAPL)
Surat, Gujarat
9824112856
mapl.shrimp@gmail.com

Shrimp Culture

Problem

- Gujarat's coastal wetlands (early 1990s) remained largely underutilized and unproductive due to lack of modern shrimp farming technology.
- Shrimp farming faced low seed survival, frequent disease outbreaks (EHP, WSSV, white gut/ white feces) and absence of strong biosecurity systems.
- India's shrimp sector suffered from seed quality limitations, crop seasonality and dependence on traditional nurseries prone to contamination and crop failure.

Solution

- Introduced scientific, sustainable brackishwater shrimp farming in Gujarat through field demonstrations for farmers and state officials (mid-1990s).
- Expanded operations through MAPL to ~250 ha across Surat, Bharuch and Bhavnagar, transforming Gujarat into a shrimp farming belt.
- Established innovation-led support systems such as "VIVALINE" probiotics to reduce antibiotic dependency and Multiphase Indoor Shrimp Farming (MISF) for faster cropping cycles

Business Model

- Operates an integrated shrimp production + technology-driven intensification model, promoting clean and biosecure shrimp culture.
- MISF technology enables production of robust disease-free post-larvae (PL 35), shortened crop duration and two crops per year, improving farm profitability.
- Inputs and advisory ecosystem strengthened through probiotic product line (VIVALINE) supporting health management and reduced antibiotic usage.
- Established a domestic market strengthening strategy via a "Pond-to-Plate" value chain, including Zhingalala Restaurant, promoting shrimp consumption and consumer awareness.



Annual Turnover	Employment Generated
₹ 20–30 lakhs	20

First Organized Trout Distribution Startup from Kashmir Valley

Mr. Rifat Amin
Mr. Syed Faaiz Qadri
Mr. Saurav P. Satish
Zarin Gourmet Pvt. Ltd.
Srinagar, Jammu & Kashmir
6006179457
admin@zarin.co.in

Fisheries Marketing

Problem

- Rainbow trout farmers in Kashmir Valley faced major marketing constraints due to lack of consistent buyers and structured procurement systems.
- Absence of reliable cold-chain and logistics support led to post-harvest losses and unsold stock despite high-quality production.
- Smallholder farmers had limited bargaining power and restricted access to premium domestic markets, reducing income opportunities.

Solution

- Developed an organized B2B procurement and cold-chain distribution system for Himalayan rainbow trout.
- Introduced value addition through processing services such as gutting, filleting, hygienic packing and cold storage management.
- Established national distribution networks linking producers directly to premium seafood markets and HORECA segments.

Business Model

- Operates a B2B cold-chain distribution model, sourcing rainbow trout directly from farmers at fair prices.
- Ensures product quality through standardized processing and temperature-controlled logistics.
- Supplies to premium retailers and restaurants through partnerships with major platforms including Fresh2Home, Licious, CaptainFresh, Metro Cash & Carry and Star Bazaar.
- Eliminates middlemen and improves farmer income through better farm-gate prices, structured supply chain linkages and reduced post-harvest losses.

14 Cage Culture Champion of Jharkhand

Annual Turnover	Employment Generated
₹ 5–10 lakhs	04

District-Level Cage Culture Leader –
Government of Jharkhand

Mr. Navkishar Gope

Chandil Bandh Visthapit Matsya Jivi Sahakari Samiti
Saraikela, Jharkhand
6201189371

Cage Aquaculture

Problem

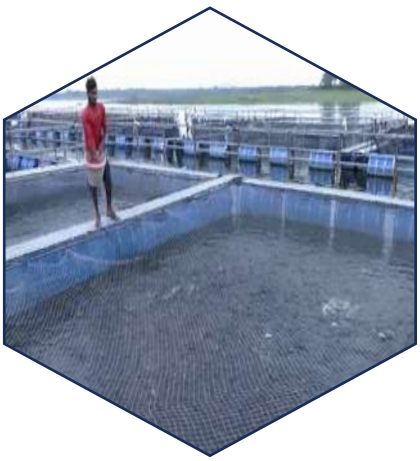
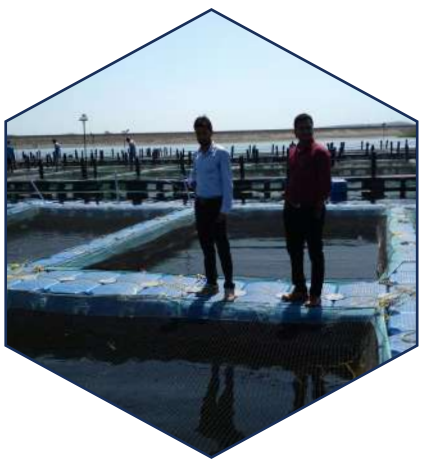
- Inland fisheries growth in Jharkhand constrained by limited access to water bodies and lack of land ownership among marginal fishers.
- Traditional pond farming requires high capital investment and land resources, restricting adoption among resource-poor fishers.
- Inadequate technical knowledge, best management practices and market linkages resulted in low productivity and income instability.

Solution

- Adopted cage culture technology as an alternative to land-based pond systems for landless and marginal fishers.
- Established 5-tonne cage culture unit in a community waterbody with support under PMMSY.
- Implemented of scientific practices with Fisheries Department support: regular net cleaning, balanced feeding, and disease prevention, improving survival and yield.

Business Model

- Operates through a community-based cooperative model under Chandil Bandh Visthapit Matsya Jivi Sahakari Samiti.
- Utilizes shared water resources, reducing capital burden and enabling low-cost cage operations.
- Ensures stable income through direct marketing sales, and disseminates among landless fishers.

Annual Turnover	Employment Generated
₹ 20 – 30 lakhs	04

Recognized as the **High-Value Urban Murrel Leader** – Government of Karnataka

Mr. Anand & Mrs. Sowbhagya

SA Farms
Bengaluru, Karnataka
9483467528

Freshwater Aquaculture

Problem

- Urban aquaculture in Bengaluru remained underutilized due to limited infrastructure, low enterprise diversification and absence of urban aquaculture models.
- Trained fisheries graduates and professionals lacked clear technical re-entry pathways into profitable aquaculture entrepreneurship.
- COVID-19 related disruptions caused major income loss, while aquaculture remained untapped as a sustainable livelihood option in urban and peri-urban areas.

Solution

- Established an intensive murrel farming enterprise in an urban setting, optimizing production from only 0.2 ha pond area.
- Introduced scientific murrel culture practices and later integrated biofloc technology for year-round, biosecure production.
- Demonstrated a scalable model for high-value fish culture under space constraints, strengthening urban aquaculture adoption.

Business Model

- Operates an urban high-value species culture enterprise centered on Snakehead Murrel production.
- Integrates intensive pond culture + biofloc-based farming systems, improving resource efficiency and production stability.
- Uses CCTV surveillance and precision monitoring for real-time farm management and improved biosecurity.
- Follows direct marketing strategy to urban consumers and traders at premium price, reducing intermediary dependence and improving margins.



16 Seaweed Value Chain Pioneer

Annual Turnover	Employment Generated
₹20–30 lakhs	70

Won the **Productization Grant** (2021) - Kerala Start-Up Mission

Mr. Boby Kizhakethara

Bodina Naturals Private Limited
Cochin, Kerala
9446516060
bobykerala@gmail.com

Seaweed Value Addition

Problem

- India's rich seaweed biodiversity remained largely underutilized due to limited large-scale value addition and lack of commercialization infrastructure.
- Absence of structured market pathways for seaweed-based nutraceuticals and bioactive compounds restricted domestic economic benefits.
- Predominant export and raw material sale of seaweed resulted in low income realization for collectors and coastal communities.

Solution

- Established a dedicated seaweed-based nutraceutical manufacturing unit in Kochi in partnership with ICAR–CIFT.
- Transformed research-based seaweed bioactive compounds into high-value commercial health and hygiene products.
- Developed and launched the ZAFORA product range, creating direct market-ready seaweed nutraceutical solutions.

Business Model

- Operates a public–private partnership model integrating technology transfer from ICAR-CIFT with private manufacturing.
- Centralized processing and formulation unit for seaweed-based nutraceutical and FMCG product development.
- Focuses on sustainable raw material sourcing and efficient biomass conversion and built a direct market linkages through branding, retail distribution, and online platforms.

Annual Turnover	Employment Generated
₹4–5 crores	10

1st in India to **commercialize thermally processed** stuffed green mussels

Mr. Mohammed Fawas

M/s Foo Foods Pvt. Ltd.
Kozhikode, Kerala
91759300000
foofoodsindia@gmail.com

Value Addition

Problem

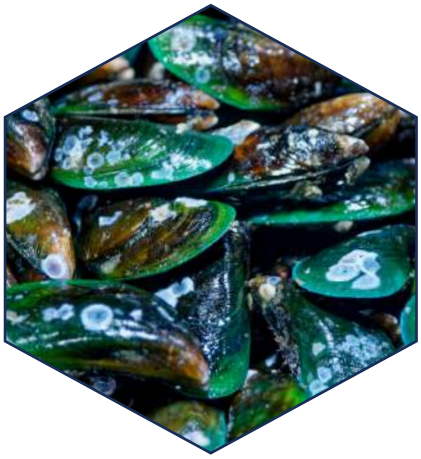
- Kerala's traditional mussel products faced short shelf life and high post-harvest losses due to lack of scientific processing and packaging.
- Absence of modern preservation technology restricted access to distant domestic and international markets.
- Product wastage and market instability resulted in low profitability for small processors and entrepreneurs.

Solution

- Adopted scientific thermal processing technology in collaboration with ICAR-CIFT for stuffed green mussel products.
- Extended product shelf life at ambient temperature without refrigeration or preservatives while maintaining traditional taste.
- Transformed a perishable ethnic delicacy into a stable, scalable and market-ready food product.

Business Model

- Operates a technology-driven ethnic seafood processing and branding enterprise under Foo Foods Pvt. Ltd.
- Sources fresh green mussels directly from local coastal communities, supporting livelihoods and raw material quality.
- Processes and packages products using ICAR-CIFT technology under the FOO FOODS brand.
- Markets through hypermarkets, supermarkets, company website and e-commerce platforms (Amazon) for wide consumer reach.



18 Smart Food from Smart Algae

Annual Turnover	Employment Generated
₹20–30 lakhs	26

Recipient of the **Young Entrepreneur Excellence** Award – 2023

Mr. Najeeb Bin Haneef

Zaara Biotech
Ernakulam, Kerala
9539938147
research@zaarabiotech.com

Seaweed Value Addition

Problem

- India's rich algae and seaweed resources remained underutilized due to limited technological commercialization.
- Lack of value-added food product development and processing infrastructure restricted market growth.
- Weak market linkages and consumer awareness hindered expansion of algae-based nutraceutical and sustainable food sectors.

Solution

- Commercialized algae and seaweed-based functional foods with technical support from ICAR-CIFT ABI Centre.
- Developed innovative products such as SPIROBYTE and B-lite seaweed cookies using research-backed processing methods.
- Transformed laboratory-scale innovation into a commercial FMCG enterprise through product refinement and market testing.

Business Model

- Operates a technology-driven FMCG and bio-innovation enterprise integrating research, processing and commercialization.
- Utilizes ICAR-CIFT pilot plant facilities and quality assurance laboratories for product development and scale-up.
- Produces value-added algae foods with 450 kg/day production capacity ensuring consistency and quality.
- Markets through e-commerce platforms and international exports ,while expanding into cosmetics, environmental solutions and education-based ventures.

Annual Turnover	Employment Generated
₹10–20 lakhs	50

Recognized as **Best FFPO** and **Kerala's 1st first functional Ornamental Fish FFPO –** 2020 – Government of Kerala

Mr. Thomas T. C.
Sahyadri Aquarium Fish Producer Company (FFPO)
Ernakulam, Kerala
9447032517
jjkunnel@gmail.com

Ornamental Aquaculture

Problem

- Ornamental fish farmers in Kerala faced severe marketing bottlenecks and middlemen exploitation, reducing profit margins.
- Lack of organized collective marketing systems and direct buyer linkages forced farmers to sell at undervalued prices.
- Absence of a structured marketplace threatened the sustainability and growth of the ornamental fish sector in the state.

Solution

- Established Sahyadri Aquarium Fish Producer Company (FFPO) in 2014 with technical guidance from MPEDA.
- Developed a direct marketing platform linking farmers with aquarium shop owners and bulk buyers.
- Introduced weekly physical fish markets and digital trade networks ensuring transparency and price fairness.

Business Model

- Operates a farmer-owned cooperative aggregation and marketing enterprise for ornamental fish trade.
- Organizes weekly physical marketplaces (every Tuesday) connecting farmers with 300+ aquarium shop owners.
- Maintains a digital trading ecosystem through WhatsApp networks linking 600+ buyers across Kerala.
- Ensures quality assurance with 24-hour guarantee and enables farmers to earn 40–60% higher margins through direct sales.


20 Solar-Powered Seafood Revolution

Annual Turnover	Employment Generated
₹10–20 lakhs	12

Established a **scalable, hygienic dried fish processing model** for premium markets

Mr. Suneer V. A

The Ocean Harbour
Ernakulam, Kerala

9633459759

Dry Fish Processing and Marketing

Problem

- Traditional open sun-drying of fish remained unhygienic, weather-dependent and inconsistent in quality.
- High risk of microbial contamination and post-harvest losses reduced market value and consumer trust.
- Lack of modern scalable drying infrastructure restricted access to premium retail and organized markets.

Solution

- Adopted hybrid solar drying technology developed by ICAR-CIFT for hygienic and controlled fish drying.
- Established of a 1,000 kg/day capacity drying unit with solar and backup heating systems for year-round operation.
- Improved product consistency, reduced losses, and enhanced acceptance in premium retail segments.

Business Model

- Operates a technology-enabled fish processing and branding enterprise under The Ocean Harbour.
- Uses standardized hybrid solar dryer systems to ensure quality, hygiene and product uniformity.
- Distributes products through direct retail, wholesale networks and modern trade outlets, including 20+ supermarkets.
- Positions dried fish as a premium value-added product, achieving higher market prices and consumer trust.

Annual Turnover	Employment Generated
₹3–4 crores	50

Recipient of **Best Fish Producer Award** – 2020 - National Fisheries Development Board (NFDB)
Best Finfish Hatchery Award – World Fisheries Day 2020 - National Fisheries Development Board (NFDB)

Mr. Kailash Chandra Verma.
Matashya Beej Utpada Kendra Dhar, Madhya Pradesh
9993461204
jjkunnel@gmail.com

Freshwater Aqua culture

Problem

- In the late 1980s, fish farmers in Madhya Pradesh were highly dependent on fish seed from West Bengal, increasing cost and procurement time.
- Irregular supply and inconsistent seed quality affected farm productivity and survival rates.
- Absence of a local seed production and distribution network constrained aquaculture expansion in Central India.

Solution

- Established a localized fish seed production system beginning with earthen ponds for carp seed rearing.
- Gradually developed full hatchery infrastructure including incubation units, rearing tanks and brooder systems.
- Integrated a dedicated feed mill, enabling complete control over seed quality and year-round production.

Business Model

- Operates an independent hatchery-cum-seed production enterprise supplying spawn, fry and fingerlings.
- Manages 12 hectares of ponds supported by incubation, nursery and broodstock facilities.
- Supplies quality seed to farmers across Madhya Pradesh, Gujarat, Rajasthan and Maharashtra.
- Feed mill integration reduces production cost while ensuring high survival and consistent seed performance.



22 The Biofloc Pioneer of Maharashtra

Annual Turnover	Employment Generated
₹30–40 lakhs	5

Recognized as the **District-Level Biofloc Leader** in Maharashtra – Government of Maharashtra

Mr. Ramesh Narayanrao Pawar

Golden Fish Farm
Satara, Maharashtra
9130017808

Biofloc Aquaculture

Problem

- Limited access to affordable intensive aquaculture technologies restricted productivity in Maharashtra.
- Poor seed quality, inefficient aeration systems, and water quality challenges caused high mortality and production losses.
- Traditional farming systems offered low yields and weak profitability, discouraging farmers from adopting modern aquaculture.

Solution

- Adopted biofloc technology as a sustainable high-density aquaculture system.
- Optimized production through ring blower aeration and airlift sludge removal systems, ensuring improved water quality and survival.
- Enhanced community capacity building through hands-on farmer training programs, accelerating regional biofloc adoption.

Business Model

- Operates an independent biofloc farming enterprise across 0.35 ha with multiple production tanks and ponds.
- Uses a low-water, high-yield production system minimizing input costs and improving efficiency.
- Generates additional income through biofloc training and consultancy services.
- Plans future integration of seed hatchery and Black Soldier Fly-based feed mill to create a cost-efficient aquaculture ecosystem.



Annual Turnover	Employment Generated
₹8–10 lakhs	10

Best Fish Farmer Award in North Eastern States – 2019, Department of Fisheries Mizoram

Mr. F. Laldingkiana

Laldingkiana Fish Farms
Champhai, Mizoram
8414962807

Freshwater Aquaculture

Problem

- Fish farming in Mizoram remained constrained due to limited infrastructure and low adoption of scientific culture practices.
- Rural households depended largely on agriculture alone, resulting in unstable income and underutilized water resources.
- Lack of diversified livelihood options restricted economic growth of small farmers in the region.

Solution

- Shifted from sole agriculture to composite fish culture-based aquaculture enterprise in his 2 ha of land.
- Constructed 19 scientifically designed ponds for systematic seed production and grow-out farming.
- Developed common carp breeding expertise, enabling self-sustained seed supply and reduced production costs.

Business Model

- Operates an independent composite fish farming system integrating seed production and table fish culture.
- Utilizes 19 ponds across 2 ha for efficient resource use and continuous production cycles.
- Focuses on IMC and common carp combinations to maximize pond productivity.
- Ensures cost efficiency and year-round income by minimizing dependency on external seed suppliers.



24 The Shrimp Cultivator of Punjab

Annual Turnover	Employment Generated
₹20–30 lakhs	3

Recognized as a **Progressive Shrimp Farmer** – Department of Fisheries, Punjab

Mr. Avtar Singh

J S Shrimp Farm
Subhan, Punjab
9653534545

Brackishwater Aquaculture

Problem

- Large areas of farmland in Punjab are affected by high soil and water salinity, resulting in low agricultural productivity.
- Traditional crop farming in saline-prone zones is economically unsustainable, forcing farmers to abandon or underutilize land.
- Limited access to technical knowledge, infrastructure, and financial support restricted the shift toward aquaculture-based livelihoods.

Solution

- Transitioned from crop farming to scientific shrimp aquaculture on saline-affected land.
- Adopted best pond management and biosecurity practices with technical support from Punjab State Fisheries Department and CIFE, Rohtak.
- Expanded culture area with continuous water quality monitoring, ensuring stable production even during disease-prone seasons.

Business Model

- Operates a commercial shrimp farming enterprise across 3.1 acres of saline land using scientific aquaculture systems.
- Invested in infrastructure such as aerators, pumps, and water quality testing equipment through PMMSY and KCC support.
- Maintains optimal physico-chemical parameters and applies pre-biotics to enhance shrimp health and survival.
- Runs a cost-efficient and scalable shrimp farming model generating steady income and local employment.

Annual Turnover	Employment Generated
₹20–30 lakhs	200

Recognized as a **Model FFPO for Organic Aquaculture –** Department of Fisheries, Tamil Nadu

Mr. Manal Parasivam

Thanjai Organic Fish Farmer Producer Company Ltd.
Thanjavur

92456 65884

Freshwater Aquaculture

Problem

- Small fish farmers in Thanjavur region faced fragmented production and weak bargaining power in local markets.
- High input costs for seed, feed and gear, along with inconsistent quality standards, reduced profitability.
- Absence of an organized aggregation and marketing channel limited access to fair pricing, finance and technical support.

Solution

- Formation of a farmer-owned Fish Farmer Producer Company (FFPO) to pool resources and coordinate production.
- Centralized bulk input procurement, standardized pond management practices and collective harvest planning.
- Developed strong market linkages and buyer negotiations, ensuring fair prices and stable demand.

Business Model

- Operates a collective aquaculture enterprise model integrating input supply, production coordination and marketing.
- Procures quality seed and feed in bulk, reducing cost burden for individual farmers.
- Aggregates fish harvests for bulk sales to organized buyers, improving price realization.
- Facilitates training, financial linkages, government scheme access and reinvestment of surplus income into shared infrastructure and member benefits.

26 The Pearl Maker of the Desert

Annual Turnover	Employment Generated
₹30–40 lakhs	20

Recognized as **Rajasthan's First Successful Pearl Farmer** – Department of Fisheries, Rajasthan

Mr. Vinod Kumawat

Bharti Moti Palan Kendra
Sikar, Rajasthan

7023706942

Freshwater Pearl Culture

Problem

- Rural farmers in Rajasthan faced low agricultural productivity due to arid climatic conditions and water scarcity.
- Small landholdings generated insufficient income through traditional crop farming.
- Limited awareness of high-value aquaculture enterprises such as pearl farming restricted livelihood diversification.

Solution

- Diversified into scientific freshwater pearl culture after technical training from the Rajasthan State Fisheries Department.
- Initiated pearl farming on a small pond (0.013 acres) with 500 oysters, gradually mastering implantation and culture techniques.
- Expanded operations to 1.03 acres with optimized stocking density and improved management practices for sustainable production.

Business Model

- Operates an independent pond-based pearl farming enterprise focused on high-value mussel culture.
- Integrates pearl implantation, grow-out, harvesting and direct marketing to jewelry traders and buyers.
- Follows a low-input, high-return production system suitable for small landholdings.
- Expands impact through local employment generation and skill transfer, with future plans for youth training programs.



Annual Turnover	Employment Generated
₹30–40 lakhs	06

Recognized as a **Progressive Fish Farmer** – Department of Fisheries, Sikkim

Mr. Kal Bahadur Gurung

Rainbow Trout Farm, Sikkim
Soreng, Sikkim

9593771184

Coldwater Aquaculture

Problem

- Coldwater regions like Sikkim had strong natural potential for trout culture but suffered from shortage of quality trout seed.
- Inconsistent feed supply and lack of local input access increased production costs for farmers.
- Absence of organized marketing channels limited income growth and farm expansion opportunities.

Solution

- Established raceway culture systems and a temporary hatchery unit for on-farm trout fingerling production.
- Developed direct feed procurement and local supply systems, ensuring uninterrupted input availability.
- Created integrated farm-gate and local market sales networks, reducing dependence on middlemen.

Business Model

- Operates a vertically integrated trout farming enterprise combining seed production, grow-out culture, and direct marketing.
- Manages five raceways for grow-out production supported by broodstock and hatchery units.
- Supplies fingerlings to surrounding trout farmers, creating additional revenue streams.
- Strengthens the local aquaculture ecosystem by acting as a feed distributor in the region.

28 SHGs Leading the Seabass Revolution

Annual Turnover	Employment Generated
₹4–5 lakhs	50

Established a **community-led fingerling supply system** strengthening seabass aquaculture in Tamil Nadu

Mrs. Anjugam

Dr. APJ Abdul Kalam Mag
alir Meen Valarpu Kuzhu
Kottaikadu
Women SHG-Led Seabass

91861000000

Cage Aquaculture

Problem

- Coastal women depended mainly on oyster collection, which provided low and unstable income.
- Limited alternative livelihood options for women-led collective enterprises restricted economic growth.
- Regional seabass farming suffered from shortage of optimum-size fingerlings, limiting expansion and survival rates.

Solution

- Adopted seabass nursery rearing and cage culture with technical support from ICAR–Central Institute of Brackishwater Aquaculture.
- Installed crab fencing and hapas for fingerling rearing followed by GI cages for table fish production.
- Implemented a systematic grading and feeding practices, ensuring high survival and uniform fingerling growth.

Business Model

- Operates a community-managed nursery and grow-out aquaculture system led entirely by women SHG members.
- Nursery rearing conducted within protected crab fence enclosures, reducing predation and losses.
- Table fish production through GI cage systems, maximizing output from coastal waters.
- Direct sale of quality fingerlings to local farmers, ensuring assured market demand and fair pricing while lowering costs through shared operations.

Annual Turnover	Employment Generated
₹7–10 lakhs	07

Best Self-Help Group – From Waste to Worth
Award, World Fisheries Day 2020

Mr. T. Kennit Raj
Nambikkai Fish Farmers SHG
Chennai, Tamil Nadu
9940252803
info@nambikkai.in

Waste-to-Wealth

Problem

- Severe fish waste accumulation near Marina Beach fishing community, causing unhygienic conditions and health risks.
- Lack of organized waste management systems and value-addition infrastructure for fish by-products.
- Environmental degradation alongside loss of potential income from reusable organic resources.

Solution

- Established a fish waste processing and value-addition unit with technical support from ICAR–Central Institute of Brackishwater Aquaculture.
- Converted fish waste into PlanktonPlus (aquaculture plankton booster) and HortiPlus (organic manure).
- Created a cleaner environment and sustainable livelihood system through community-led waste utilization.

Business Model

- Operates a community-driven fish waste collection and processing enterprise.
- Collects raw waste from nearby fish markets and processes it using semi-automatic technology.
- Supplies PlanktonPlus to shrimp and fish farmers, reducing feed and input costs.
- Markets HortiPlus as organic fertilizer through agricultural buyers and private sales agreements.



30 Fishers at Sea – Leaders in Mariculture

Annual Turnover	Employment Generated
₹7–10 lakhs	27

Established one of the **early cage farming units** in Sippikulam coastal region

Mr. Rayappan & Mr. Muthaiah

Rayappan Cage Culture Unit
Thoothukudi, Tamil Nadu
978648829

Marine Cage Aquaculture

Problem

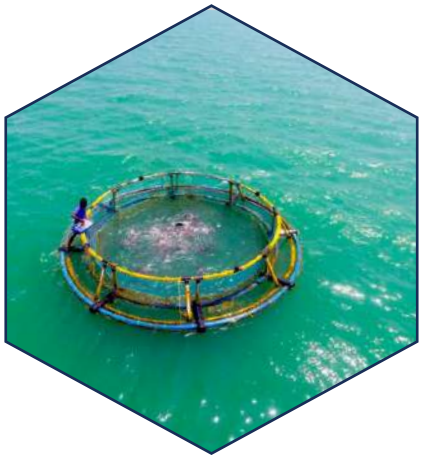
- Marine fishers depended mainly on capture fisheries with unstable and declining income due to fluctuating catch and weather risks.
- Overexploitation and reduced fish stocks made traditional fishing increasingly unsustainable.
- Limited exposure to mariculture technologies restricted alternative livelihood opportunities for coastal communities.

Solution

- Adopted an open sea cage culture under the FIMSUL–II initiative to diversify income sources.
- Received technical training and guidance from ICAR–Central Marine Fisheries Research Institute.
- Successfully managed cage farming challenges related to seed availability, sea conditions and farm operations.

Business Model

- Operates a fisher-led marine cage culture enterprise with three open-sea cages (6 m diameter each).
- Produces high-value marine finfish for local coastal markets, ensuring quick turnover and steady cash flow.
- Daily operations include feeding, monitoring, harvesting and direct sales, maintaining strong survival and productivity.
- Integrates mariculture as a secondary livelihood alongside traditional fishing, reducing income risk.


Annual Turnover	Employment Generated
₹20–30 lakhs	08

Recipient of **Best Fish Farmer – Tripura** Award (2019–20), Department of Fisheries, Tripura

Mr. Madhusudhan Bhattacharjee
Bhattacharjee Matsya Hatchery
Gomati, Tripura
7641005662

Finfish Hatchery

Problem

- Fish farmers in Tripura faced high seed mortality and low productivity under traditional breeding systems.
- Limited access to scientific hatchery infrastructure and improved breeding techniques affected seed quality.
- Poor fingerling survival caused economic losses and inadequate seed supply for grow-out farmers.

Solution

- Transitioned to scientific induced breeding of Indian Major Carps and exotic species.
- Established a modern finfish hatchery with technical guidance from the Department of Fisheries, Tripura and support under PMMSY.
- Introduced eco-hatchery methods, innovative motka tank designs and improved management practices to enhance survival and productivity.

Business Model

- Operates a commercial hatchery-based aquaculture enterprise across 4 hectares.
- Produces up to 9 million carp seeds annually using 4 breeding tanks and 12 hatching tanks.
- Supplies quality seed directly to local grow-out farmers, strengthening the regional aquaculture value chain.
- Integrates seed production with on-farm grow-out culture, ensuring dual income streams and year-round revenue.



32 Turning Shortage into Strength

Annual Turnover	Employment Generated
₹30–40 lakhs	06

Recognized as a **Progressive Finfish Hatchery** in the state Farmer – Department of Fisheries, Tripura

Mr. Rajkumar De

Rajarshi Matsha Hatcheries
South Tripura, Tripura

9436515998

Finfish Hatchery

Problem

- Tripura faced a severe shortage of quality seed for high-value catfish species such as pabda, magur, singhi and koi.
- Heavy dependence on external hatcheries increased costs and caused irregular seed supply.
- Poor seed quality resulted in low survival rates and reduced farm profitability.

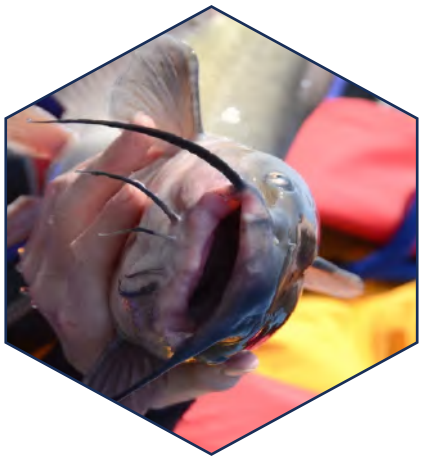
Solution

- Established a local catfish hatchery to ensure steady supply of quality seed within the district.
- Adopted scientific broodstock management and species-specific breeding protocols through technical training.
- Integrated advanced aeration systems and improved hatchery management to reduce mortality and enhance seed robustness.

Business Model

- Operates an integrated hatchery–grow-out aquaculture enterprise across 1.48 hectares.
- Infrastructure includes 12 hatchery tanks, 8 rearing tanks and 7 grow-out ponds for continuous production cycles.
- Supplies high-quality catfish seed directly to local farmers, ensuring affordability and reliability.
- Retains part of the seed for own grow-out farming, creating dual revenue streams and year-round cash flow.





Annual Turnover	Employment Generated
₹2–3 crores	66

Recognized as a **Youth Aquapreneur Icon** in the Uttar Pradesh region – Department of Fisheries, Uttar Pradesh

Mr. Rajnish Kumar

PVR Aqua Farms
Ghaziabad, Uttar Pradesh
9910515234
culturepvraqua@gmail.com

Freshwater Aquaculture

Problem

- Uttar Pradesh faced a demand–supply gap for quality table fish and seed.
- Limited adoption of modern aquaculture technologies and low technical awareness among farmers reduced productivity.
- Absence of structured live market networks and trained manpower constrained enterprise scalability.

Solution

- Established a scientifically managed integrated aquaculture enterprise after research on RAS, Biofloc and IPRS systems.
- Combined pond farming, seed production and live market linkages to address production and marketing inefficiencies.
- Launched structured training programs to build farmer capacity and accelerate adoption of modern practices.

Business Model

- Operates a 50-acre integrated aquaculture enterprise producing IMC and Pangasius at commercial scale.
- Runs a 2-million-capacity hatchery supported by nursery rearing and yearling production.
- Develops live fish market networks eliminating middlemen and improving farmer price realization.
- Generates value through training, knowledge dissemination and enterprise mentoring alongside production.

34 From Bengal to the Blue Economy

Annual Turnover	Employment Generated
₹400–500 crores	1,000

Excellence in Best Practices in Manufacturing – 2013 & 2016, Bengal Chamber of Commerce & Industry

Mr. Amit Saraogi

Anmol Feeds Pvt. Ltd.
North 24 Parganas,
West Bengal

7978624153

sandbox@email.com

Fish Feed and Nutrition

Problem

- Indian aquaculture suffered from poor-quality and nutritionally imbalanced feeds, leading to slow growth and disease outbreaks.
- Low feed conversion efficiency resulted in high production costs and reduced farm profitability.
- Absence of large-scale scientifically formulated feed manufacturers limited consistent supply across regions.

Solution

- Diversified from poultry feed into scientific aquaculture feed manufacturing in 2017.
- Established state-of-the-art feed mills with strict quality control systems.
- Introduced high-performance feed brands "Matsya Bandhu" (fish feed) and "Latis Gold" (shrimp feed) to improve growth and farm efficiency.

Business Model

- Operates a B2B and B2C aquafeed manufacturing and distribution model across India.
- Runs seven advanced feed mills in Bihar, Jharkhand, West Bengal, Uttar Pradesh and Jammu & Kashmir.
- Supplies feed to 10,000+ farmers through an extensive distributor network, across the country.
- Strengthens adoption through farmer training programs, extension services, exposure visits and awareness campaigns

Annual Turnover	Employment Generated
₹10–20 lakhs	03

Recognized as a **Leading Woman Entrepreneur in RAS Aquaculture** – Department of Fisheries, Assam

Ms. Ranjita Saikia Deka

Ranjita Saikia Deka RAS Farms
Kamrup, Assam

7002098870

RAS Aquaculture

Problem

- Women fish farmers in rural Assam had limited access to modern aquaculture technologies.
- Small landholdings in the state resulted in low productivity under traditional pond culture systems.
- Absence of efficient farming models restricted income growth and enterprise scalability, for the fish farmers in the state.

Solution

- Transitioned from conventional pond farming to a modern Recirculatory Aquaculture System (RAS).
- Established 8 high-density culture tanks with 6 lakh litres capacity, optimizing space and water use.
- Adopted continuous learning and precision farm management to increase productivity and profitability.

Business Model

- Operates a women-led commercial RAS fish farming enterprise focusing on high-density production.
- Uses minimal water with efficient filtration and recirculation, reducing environmental footprint.
- Sells fish directly in local markets, ensuring steady income without middlemen.
- Runs year-round production cycles, creating local employment and acting as a model for women farmers.



36 The Biofloc Queen of Chhattisgarh

Annual Turnover	Employment Generated
₹50–60 lakhs	06

Recognised as the **progressive Biofloc Fish farmer** – Department of Fisheries, Chattisgarh

Ms. Vandana Churendra

Koytur Fish Farming Private Limited
Rajnandgaon, Chhattisgarh
7999521372
skoyturfishfarming@gmail.com

Freshwater Aquaculture

Problem

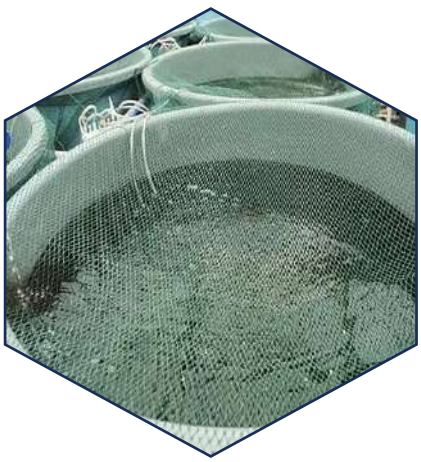
- Traditional pond culture in Chhattisgarh delivered low productivity and narrow profit margins for the fish farmers
- Heavy dependence on middlemen reduced farmers' price realization and profitability.
- Lack of integrated production and marketing models limited income growth and employment creation.

Solution

- Adopted biofloc technology as an alternative fish production system to increase fish production in limited space.
- Achieved 30–50% higher yields compared to conventional pond farming systems, in the state.
- Developed direct-to-consumer marketing channels through own live and fried fish outlets.

Business Model

- Operates a farm-to-market integrated enterprise combining biofloc farming, seed sales and value addition.
- Runs live fish sales and fried fish retail outlets, capturing higher market margins.
- Manufactures and sells biofloc tanks for new entrepreneurs.
- Provides training and technical guidance to farmers, generating additional income and employment.


Annual Turnover	Employment Generated
₹10–20 lakhs	10

First woman entrepreneur in Minicoy Island to initiate fresh fish export to other Indian states

Mrs. V. B. Havva

Minicoy Island Novelty Mas Producer's Society Ltd.
Minicoy Island, Lakshadweep

9447722341

Freshwater Aquaculture

Problem

- Absence of cold storage and processing infrastructure led to heavy post-harvest fish losses on the island.
- Limited preservation facilities restricted market access and export opportunities for local fishers.
- Short shelf life resulted in low income realization and wastage of marine resources.

Solution

- Established a small cold storage unit in 2007, later expanding to a 10-tonne capacity facility.
- Introduced fish processing and canning operations, including traditional masmin production from tuna.
- Created a preservation-to-market value chain that reduced waste and expanded trade opportunities in the island.

Business Model

- Operates an integrated cold chain and fish processing enterprise for post-harvest management.
- Preserves locally landed fish through cold storage, canning and drying systems.
- Produces masmin, canned tuna and fresh chilled fish products for domestic and export markets.
- Combines storage, processing and direct sales to ensure stable pricing and continuous product flow, ensuring year-around profitability.



38 Making Waves, Not Just Designs

Annual Turnover	Employment Generated
₹20–30 lakhs	11

Successfully launched the **GROW** brand for direct premium market sales

Ms. Soumya Sathyanarayana

GROW Sustainable Farm
Bengaluru (South Bengaluru), Karnataka

9880265330

Fish Processing and Value Addition

Problem

- Small-scale and traditional aquaponics farming limited production capacity and operational efficiency.
- Difficulty in accessing high-value markets through fish cultured using aquaponics restricted income growth.
- Lack of scalable infrastructure constrained business expansion and profitability through aquaponics

Solution

- Transitioned from aquaponics to a large-scale RAS-based fish farming system in 2020.
- Established a 40-tonne capacity RAS facility with advanced filtration and grading mechanisms.
- Developed direct-to-market sales channels under the GROW brand for premium positioning.

Business Model

- Operates a commercial RAS aquaculture enterprise with 20 high-density production tanks.
- Follows planned production and harvest cycles ensuring continuous market supply.
- Implements efficient water, feed and quality control systems for high survival and growth rates.
- Markets products directly through B2C branding strategy with future value-added processing plans.

Annual Turnover	Employment Generated
₹5–10 lakhs	02

Established **Panzade Fish Aquarium** as a recognized ornamental fish brand in Washim

Mrs. Pallavi Dipak Panzade

Panzade Fish Aquarium
Washim, Maharashtra
Ornamental Fish Retail

9028437900

Ornamental Fish Retail

Problem

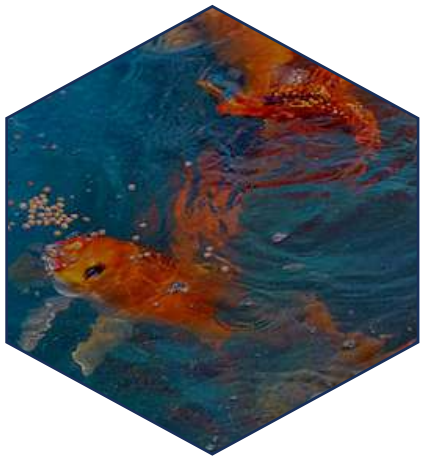
- High fish mortality due to poor aquarium handling and maintenance practices among hobbyists and retailers.
- Limited technical knowledge on stocking, hygiene and water quality management affected business sustainability.
- Damage and customer dissatisfaction in large aquarium installations, leading to returns and loss of trust.

Solution

- Acquired technical skills in aquarium maintenance through training from NFDB and Fisheries Department.
- Improved handling practices, sanitation, seed quality and feeding management to reduce mortality.
- Established a modern ornamental fish kiosk (100 sq. ft.) with professional display and maintenance systems.

Business Model

- Operates a kiosk-based ornamental fish retail enterprise serving hobbyists and local customers.
- Sells aquarium fishes, accessories and maintenance services under one business unit.
- Maintains fish using quality assurance and hygiene protocols for customer satisfaction.
- Builds market presence through personalized service, branding and repeat customer networks.


40 Cages of Change

Annual Turnover	Employment Generated
₹40–50 lakhs	08

Scaled cage culture production from **31.5 tonnes (2021–22) to a target of 50 tonnes** (2022–23)

Mrs. Sangini Sitaram Ghayal

Sitaram Ghayal Cage Culture Unit
Pune, Maharashtra

9890003498

Reservoir Cage Aquaculture

Problem

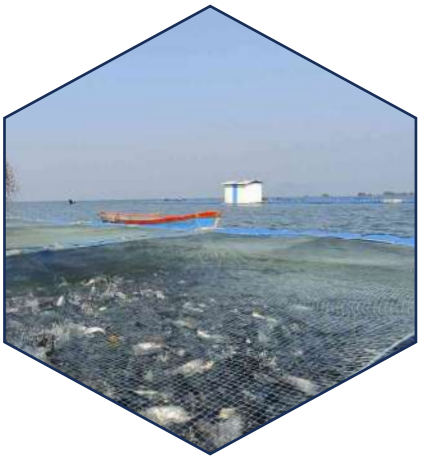
- Women entrepreneurs faced limited technical exposure and high entry barriers in reservoir-based aquaculture.
- High input costs and weak market linkages reduced early-stage profitability.
- COVID-19 disruptions caused price instability and supply chain challenges, threatening enterprise sustainability.

Solution

- Acquired specialized hands-on cage culture training from RGCA and the Department of Fisheries.
- Installed 24 reservoir cages in the region for commercial GIFT tilapia production.
- Built steady local market networks to stabilize pricing and ensure continuous sales, with profitability

Business Model

- Operates a large-scale inland cage culture enterprise in reservoir waters, with each having a production capacity of approximately 1.5 tonnes of tilapia per production cycle.
- Fish are harvested periodically and sold through direct vendors and local market channels.
- Integrates efficient production planning with streamlined distribution for consistent cash flow and profitability.
- Adopts a scalable production strategy, expanding cage units to meet growing market demand, and ensuring profitability.



Annual Turnover	Employment Generated
₹1–2 crores	3000

Created a **Farmers' Welfare Fund** offering free disease treatment in collaboration with ICAR-CIFA

Ms. Jhina Parida

Maa Budhi Jagulei Fish Seed Hatchery
Bhagabanpur, Odisha

9777637276

Finfish Hatchery

Problem

- Small and marginal fish farmers in Odisha suffered from poor-quality seed and low survival rates.
- Limited access to improved fish varieties and scientific hatchery practices reduced productivity.
- Lack of technical support and advisory services constrained farm profitability and expansion

Solution

- Established a scientifically managed finfish hatchery with technical guidance from ICAR-CIFA.
- Introduced Amur Common Carp seed sourced through NFDB-NFFBB for higher growth and survival.
- Expanded operations by setting up an Aqua One Centre providing quality seed and farmer advisory services.

Business Model

- Operates a high-capacity seed production and nursery rearing enterprise supplying IMC and exotic carp seed.
- Maintains genetic quality protocols for improved carp varieties.
- Supplies quality seed to a network of over 3,000 fish farmers across Odisha.
- Generates additional revenue and loyalty through technical consultancy and disease management services.



42 The Aura of Aurofish

Annual Turnover	Employment Generated
₹10–20 lakhs	10

Best Innovation Award
– World Fisheries Day 2021, National Fisheries Development Board (NFDB), Government of India

Mrs. Anitha Muthuvel

Aurofish
Puducherry
9786147288
buy@aurofish.com

Fish Processing and Value Addition

Problem

- Small-scale fishers of Tamil Nadu are mostly depended on bulk raw fish sales with low profit margins.
- Lack of hygienic processing and cold chain handling reduced product quality and shelf life.
- Absence of premium market access and export linkages kept fisher incomes stagnant, offering less return on investment

Solution

- Converted ancestral home into a modern tuna processing unit with support from the Ocean Partnership Project (GEF/World Bank).
- Built a cooperative sourcing network of 20 fishers, trained in post-harvest handling and quality standards.
- Introduced premium sashimi-grade tuna processing with responsible sourcing and cold-chain control.

Business Model

- Operates a value-chain integrated seafood enterprise from sourcing to premium market delivery.
- Processes tuna into sashimi-grade loins and vacuum-packed ready-to-cook products.
- Maintains strict cold-chain logistics (2–4°C) for quality assurance.
- Supplies directly to hotels, restaurants, supermarkets and export buyers, ensuring high price realization.

Annual Turnover	Employment Generated
₹5–10 lakhs	06

Successfully cultivated over **36,000 tonnes** of wet seaweed through women-managed farming units

Mrs. Jeya Lakshmi, Mrs.Thangam & Mrs. Kaleeswari
Seaweed Culture Unit (Women Collective Enterprise)
Mandapam, Tamil Nadu
9025446269

Seaweed Farming

Problem

- Fisherwomen in Mandapam had very limited livelihood opportunities and depended mainly on household fishing income.
- Economic insecurity and lack of alternative income sources increased vulnerability to climate and market shocks.
- Low access to women-focused enterprise models restricted financial independence and empowerment.

Solution

- Started a women-led seaweed farming group after training and awareness programs by the State Fisheries Department.
- Established raft-based seaweed cultivation units with technical and financial support under PMMSY.
- Adopted resilient farming strategies to overcome cyclone damage, nutrient issues, and seed shortages.

Business Model

- Operates a community-based seaweed cultivation enterprise using raft farming systems in coastal waters.
- Harvested seaweed is sold directly to local traders and processors, ensuring fast payment and fair pricing.
- Shared labor, infrastructure and decision-making reduce costs and improve profitability.
- Scalable women-led model enabling other fisherwomen to join and earn stable income.



Annual Turnover	Employment Generated
₹40–50 lakhs	08

Recipient of **Padma Shri Award** – 2020, Government of India

Established **Sarakana Aquaculture Field School** – 2009

Shri. Batakrushna Sahoo

Sarakhan Fish Farm
Khurda, Odisha
9437000935

Finfish Hatchery

Problem

- In the 1980s, Odisha lacked local hatchery infrastructure, forcing farmers to source seed from distant regions.
- High transport mortality and poor seed quality reduced farm productivity and profits.
- Absence of scientific breeding practices restricted consistent aquaculture growth.

Solution

- Established a scientific carp hatchery in 1988 at Sarakana village with technical guidance from ICAR-CIFA and KVK Khurda.
- Adopted induced breeding, hapa-based spawn production and improved pond management systems.
- Introduced innovations such as CIFABROOD feed for faster broodstock maturation and local seed production to eliminate transport losses.
- Conducted regular farmer training and capacity-building programs to disseminate scientific aquaculture practices to improve farming techniques in the region.

Business Model

- Operates a vertically integrated carp hatchery and farming enterprise.
- Manages 16 earthen ponds, broodstock units, hatchery tanks, nursery and seed rearing facilities.
- Produces 160–200 million spawn and 5 million fry annually for direct farmer supply.
- Maintains direct linkages with 40–45 farmers, ensuring quality seed, high survival and stable year-round income.



Annual Turnover	Employment Generated
₹1–2 crores	50

2nd Best Hatchery Award– 2013, Marine Products Export Development Authority (MPEDA)
Best Shrimp Hatchery Award
– 2020, National Fisheries Development Board (NFDB), Government of India

Dr. Ravi Kumar Yellanki
Vaisakhi Bio-Marine Private Limited
Nellore, Andhra Pradesh
97053 01099
biomarines@rediffmail.com

Shellfish Hatchery

Problem

- Early 2000s shrimp hatcheries in India faced severe disease outbreaks, especially White Spot Virus (WSSV).
- Broodstock mortality and vertical disease transmission caused poor seed quality and farmer losses.
- Lack of reliable biosecurity and disease-free seed protocols limited national shrimp production and exports.

Solution

- Developed strict broodstock quarantine and disease-screening protocols for male and female shrimp.
- Ensured only individually screened healthy brooders were used for breeding operations.
- Scaled hatchery infrastructure and pioneered official Vannamei shrimp seed production in India (2009) with advanced biosecurity systems.

Business Model

- Operates multiple shrimp hatcheries across Andhra Pradesh, Puducherry and Tamil Nadu.
- Integrates broodstock quarantine, seed production and quality-controlled supply chains.
- Manages 100 ha of sea-fed shrimp farming operations for in-house and contract production.
- Builds farmer trust through consistent disease-free seed supply and technical support, ensuring long-term market leadership.


46 The Seafood Disruptor

Annual Turnover	Employment Generated
₹7–10 crores	260

Recognized as **Best Fisheries Enterprise** – World Fisheries Day 2020, National Fisheries Development Board (NFDB), Government of India

Mr. Kedarnath Reddy

Sashimi Foods Enterprise Private Limited
Bengaluru, Karnataka
93419 89900
kedar@buyfish.in

Fish Processing and Value Addition

Problem

- Heavy dependence on middlemen inflated consumer prices and delayed farmer payments afftecting their profitability
- Poor post-harvest handling and cold chain gaps reduced product quality and shelf life.
- Limited direct access to domestic retail and export markets for producers and fishers.

Solution

- Built a direct farm-to-market seafood supply chain, eliminating intermediaries and ensuring wider reach.
- Invested in modern processing plants, cold storage and hygienic handling systems.
- Established a traceable, premium-quality seafood flow for domestic and global markets.
- Developed an efficient cold-chain-enabled logistics network to ensure consistent delivery of high-quality seafood to both domestic and export markets.

Business Model

- Operates two modern seafood processing plants in Bengaluru with combined capacity of 20 tonnes/day.
- Procures raw material from 40+ landing centres across India, including Lakshadweep and Andaman Islands.
- Integrates procurement, processing, value addition (breaded seafood products) and exports.
- Supplies to EU, UAE, China, Hong Kong, Taiwan, Kuwait, Sri Lanka, while training fishers in quality handling practices.


Annual Turnover	Employment Generated
₹10–20 lakhs	08

"Best Fish Farmer Award" – World Fisheries Day 2020, National Fisheries Development Board (NFDB), Government of India

Mr. Chinnaswamy Mathavan

Chinnaswamy Mathavan
Fish Farm
Dindigul, Tamil Nadu

9384824277

Freshwater Aquaculture

Problem

- Small and marginal farmers in Tamil Nadu faced low and unstable income from traditional agriculture.
- Fragmented landholdings and climate variability reduced economic resilience and Profitability.
- Limited diversification options weakened long-term livelihood security.
- Lack of technical knowledge and access to scientific aquaculture practices limited productivity and adoption among rural farmers.

Solution

- Converted his agricultural land and farm pond into productive aquaculture units.
- Adopted integrated farming system combining fish culture, crops and cattle rearing.
- Utilized fisheries department training and subsidy support for sustainable expansion and ensuring constant fish supply in the region.

Business Model

- Operates an integrated agri–aqua enterprise with multiple income streams.
- Uses resource recycling such as cattle manure to fertilize ponds and cut input costs in the fish farming.
- Family-managed operations reduce labour expenses and improve efficiency.
- Direct marketing ensures better price realization without intermediaries, ensuring profitability and high return on investment.



Annual Turnover

Employment Generated

3,791

Best Society Award – 2014–15, Kerala State Cooperative Federation for Fisheries Development (Matsyafed)
Induchoodan Memorial Award – 2015, FACT CD Employees Cooperative Society

Mr. Ranjith

Narakkal-Nayarambalam Fishermen Development Welfare Co-operative Society Ltd.
Ernakulam, Kerala
98475 71571

Freshwater Aquaculture

Problem

- Small-scale fishers suffered from low and unstable incomes due to dependence on affluent craft owners.
- Middlemen exploitation reduced price realization and delayed payments.
- Lack of financial access and savings mechanisms kept fishing families economically vulnerable.

Solution

- Established a member-owned fisheries cooperative society in 1988 under Matsyafed.
- Created provision of financial assistance for craft and gear ownership, reducing dependency on wealthy owners.
- Introduced transparent beach-level fish auctions ensuring fair prices and instant payments.

Business Model

- Operates as a member-driven cooperative enterprise with 3,791 active fishermen members.
- Organizes daily fish auctions at landing centers, ensuring equal access to all the cooperative members
- Provides loan schemes, savings programs, and welfare initiatives for community upliftment.
- Generates additional income through Vyasa Store (fishing gear retail), medical store discounts, and deposit schemes.

Members Benefitted

104

Developed the **second-largest ornamental fish cluster** in Tamil Nadu

Mr. Suresh

Dindigul District Ornamental Fish Producers,
Dindigul, Tamil Nadu

63697 2867

Ornamental Fisheries Cooperative Society

Problem

- Rural farmers depended mainly on low-return agriculture with limited livelihood options.
- Absence of organized marketing systems, technical support, and financial access for ornamental fish culture.
- Scattered production led to middlemen exploitation, unstable prices, and weak bargaining power.

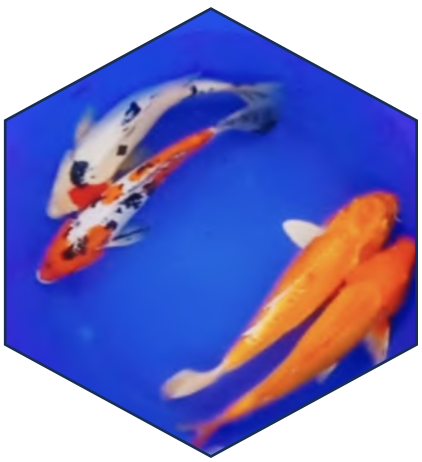
Solution

- Formalized the Viruveedu ornamental fish cluster into a registered cooperative society in 2021.
- Unified producers, vendors, and professionals under a single production and marketing platform.
- Established strong institutional linkages with MPEDA, State Fisheries Department, and TAFCOFED for training, finance, and infrastructure.

Business Model

- Operates as a member-owned cooperative production and marketing enterprise.
- Supports members with quality seed, feed, infrastructure, and technical guidance.
- Individual farmers handle production, while marketing, branding, and supply chains are managed collectively.
- Leverages government schemes (PMMSY, MPEDA) to scale operations and ensure long-term growth.





50 The Serious Hobbyist

Annual Turnover	Employment Generated
₹20–30 lakhs	05

Developed Madurai as a nationally recognized **Ornamental Fisheries Cluster** under Pradhan Mantri Matsya Sampada Yojana (PMMSY), 2024–25

Mr. Vijayakumar

Madurai Annai Fish Farm
Madurai, Tamil Nadu

86670 96796

Ornamental Fish Farming

Problem

- Ornamental fish farming in Madurai remained largely informal and largely unorganized.
- Limited technical guidance and structured market access restricted business growth in the region.
- Heavy dependence on intermediaries reduced farmer profitability and price control.

Solution

- Transformed a personal hobby into a structured commercial ornamental fish enterprise through proper training and interest.
- Focused on quality breeding, systematic production, and customer trust-building.
- Established direct marketing channels to eliminate middlemen and improve margins.
- Adopted improved breeding techniques and species diversification to enhance product variety, survival rates, and overall farm productivity.

Business Model

- Operates a farm-based breeding and production system for ornamental fishes.
- Supplies directly to aquarium retailers, hobbyists, and distributors, ensuring year-round availability.
- Uses short supply chains and order-based marketing for steady cash flow.
- Maintains consistent quality to build repeat customers and regional brand value, for the ornamental fishes cultured.

Annual Turnover	Employment Generated
₹5–10 lakhs	05

Recognized as a **progressive fish farmer** - National Fisheries Development Board – National Fish Farmer Development Board (NFDB–NFFBB)

Mr. Shyamal Kumar Sinha

Shyamal Kumar Sinha Fish Farm
Cuttack, Odisha

9439103336

Freshwater Aquaculture

Problem

- Poor income from low-margin own repair businesses like typewriter and computer servicing.
- Financial instability with limited livelihood growth opportunities in urban settings.
- He has no prior aquaculture background, but had a interest to make it as a higher-income enterprise power.

Solution

- Leased ponds and initiated small-scale fish farming in 2017 as livelihood diversification.
- Adopted improved carp varieties (Jayanti Rohu & Improved Catla) with technical guidance from NFDB–NFFBB.
- Implemented low-cost feeding and scientific pond management to boost productivity quickly

Business Model

- Operates a lease-based intensive pond farming enterprise in the region.
- Uses quality seed from NFDB–NFFBB supported sources for higher survival and growth.
- Sells harvested fish directly to merchants in Cuttack and Dhenkanal, ensuring fast cash flow, with constant availability.



52 The Shrimp Couple

Annual Turnover	Employment Generated
₹8–10 crores	150

Established a **high-end SPF shrimp hatchery** addressing chronic seed quality challenges – 2022

Mr. Manja Naik &
Mrs. Shilpa Bhima Naik

Shilpa Hatcheries LLP
Anakapalli, Andhra Pradesh
9494487111
manjufish@gmail.com

Shellfish Hatchery

Problem

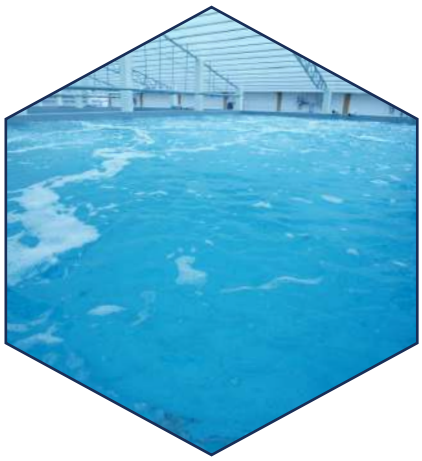
- Rising demand for high-quality and disease-free shrimp seed in coastal region of Andhra Pradesh.
- Dependence on limited and inconsistent hatchery supply affecting farm productivity.
- Frequent disease issues reducing farmer confidence about hatcheries thus affecting their profit.

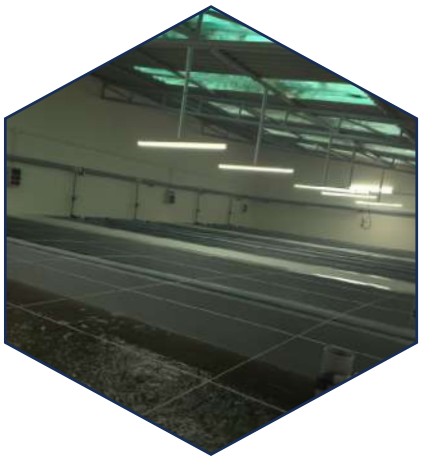
Solution

- Established a biosecure, technology-driven SPF shrimp hatchery in 2022 at Andhra Pradesh.
- Implemented strict broodstock screening, quarantine and precision rearing protocols.
- Ensured consistent supply of WSSV & EHP-resistant Vannamei seed for regional farmers, at reasonable prices.

Business Model

- Operates a fully integrated hatchery system from seawater filtration to Seed packing & distribution
- Produces and supplies SPF P. vannamei seed directly to farmers under CAA registration.
- Uses in-house laboratory testing, skilled technical staff, and traceability systems.
- Works through pre-order contracts and on-demand seed supply, ensuring steady cash flow.





Annual Turnover	Employment Generated
₹2–3 crores	05

Best Fish Farmer (Marine) Award – World Fisheries Day 2022- Ministry of Fisheries, Animal Husbandry & Dairying (MoFAHD), Government of India

Mr. Tirumani Nagaraju

Tirumani Nagaraju Farms
Eluru, Andhra Pradesh

9949636779

Brackishwater Aquaculture

Problem

- Inconsistent fingerling quality in the state reduced survival in high-value seabass farming.
- Long culture periods in seabass delayed income returns for farmers.
- Low productivity limited profitability in coastal aquaculture systems, thus affecting the reach of culturing high value marine species.

Solution

- Introduced advanced fingerling stocking and high-density culture techniques.
- Implemented precision feed management and water-quality control.
- Adopted continuous monitoring and adaptive farm management practices to improve survival rates, enhance growth performance, and ensure consistent production outcomes.

Business Model

- Operates a multi-species commercial aquaculture enterprise across 20+ acres.
- Cultures seabass in 5 acres and IMC (Catla & Rohu) in 18 acres for income stability.
- Sources quality seed from RGCA and certified hatcheries and stock in his farm.
- Markets directly to wholesale buyers at farm-gate prices, ensuring strong margins and cash flow.



54 The Beelpreneurs of Assam

Annual Turnover	Employment Generated
₹7–8 crores	5,334

Best Fisheries Cooperative Society Award – 2022
Awarded by the Ministry of Fisheries, Animal Husbandry & Dairying (MoFAHD), Government of India

Mr. Tapan Kumar Das

Sonbeel Fishermen Cooperative Society Ltd.
Sonbeel, Assam

9401325809

manjufish@gmail.com

Fisheries Cooperative Society

Problem

- Declining fish productivity in Sonbeel region due to overfishing and poor management practices.
- region is affcted by the lack of quality seed supply and organized infrastructure for sustainable fisheries.
- Heavy dependence on middlemen and seasonal fishing, causing unstable incomes, for the fisheries of the region.

Solution

- Mobilized over 5,334 fishers and formed an unified cooperative enterprise framework.
- Introduced eco-hatchery seed production, cage culture, and integrated farming systems in thr region.
- Developed infrastructure with NFDB support, along with value addition and eco-tourism initiatives.

Business Model

- Operates a community-owned multi-revenue wetland enterprise within Sonbeel.
- Operates an eco-hatchery seed and table fish production, 45 cage culture units and five production ponds
- Generate additional revenue through Feed & fishing gear sales, mobile fish retail units and eco-tourism services
- Export fish seeds to other countries such as Bhutan and Bangladesh



Annual Turnover	Employment Generated
₹3–4 crores	110

Best Fisheries Entrepreneur / Proprietary Firm – World Fisheries Day 2022 - Awarded by the Ministry of Fisheries, Animal Husbandry & Dairying (MoFAHD), Government of India

Mr. Mustak Khan

Bharatbala Aqua Farms
Dhamtari, Chhattisgarh

9575458590

Freshwater Aquaculture

Problem

- The state fisheries is affected by the Low pond productivity due to poor water retention and seepage losses
- Limited availability of quality fish seed in the region affected survival and growth
- Underutilization of reservoirs and lack of modern aquaculture systems restricting year-round income

Solution

- Established an integrated pond, cage, reservoir and biofloc farming system in 2017 in the region.
- Introduced seepage control structures, water recharge units and eco-hatchery seed production.
- Built a technology training network to promote sustainable aquaculture practices among fellow fishers and fish farmers.

Business Model

- Operates across 100+ acres with 108 cage culture units and multiple pond systems
- Generates revenue from fish seed production (eco-hatchery), table fish farming and feed production
- Provides technical consultancy and reservoir stocking services linked with government programs
- Maintains income stability through multi-system diversification and training services



56 Ms. Mussel

Annual Turnover	Employment Generated
₹5–10 lakhs	02

Recognized as a **Model Woman Entrepreneur** – Department of Fisheries, Goa

Ms. Bindiya Sawant

Bindiya Sawant Mussel Culture Unit
North Goa, Goa

9822128892

Mussel Aquaculture

Problem

- Limited livelihood options available for the coastal women during non-fishing seasons, across the regions of Goa.
- Dependence on low-income household activities restricting financial independence.
- Lack of women-friendly aquaculture enterprises in the coastal communities, limited women participation in the sector.

Solution

- Adopted raft-based green mussel farming in 2022 after technical training from the local fisheries department.
- Utilized low-cost, eco-friendly cultivation methods using seeded ropes and local materials.
- Established a women-managed coastal aquaculture enterprise under PMMSY support.
- Promoted women's participation in coastal aquaculture by demonstrating mussel farming as a low-risk and easily adoptable livelihood model.

Business Model

- Operates a small-scale mussel farming unit with 2 six-month production cycles in a year.
- Uses minimal input and operational costs ensuring high profit margins, with less investment.
- Sells harvested mussels directly in local markets at premium prices (₹400–₹500/kg), ensuring profitability.
- Maintains consistent seasonal cash flow with simple and scalable operations and reinvest in the mussel culture.



Annual Turnover	Employment Generated
₹60–70 lakhs	04

Best Fish Farmer Award – National Fish Farmer Day 2022 - Department of Fisheries, Himachal Pradesh

Mr. Karan Joshi

Anaya Fish Farm
Solan, Himachal Pradesh
9805364413

Freshwater Aquaculture

Problem

- Absence of modern hatcheries and quality seed supply in the hilly regions affected the expansion of aquaculture.
- Low survival and inconsistent production under traditional practices limited production and productivity in the region.
- Climatic challenges and weak market linkages further worsened aquaculture adoption

Solution

- Established an integrated eco-hatchery, nursery and grow-out farming system in the region
- Introduced scientific pond management, polyculture and biofloc technology to ensure consistent prodcution.
- Developed a climate-resilient fish farming model suitable for hilly terrains and also trained fish farmers to adopt aquaculture.

Business Model

- Operates a vertically integrated aquaculture enterprise combining seed production and grow-out culture
- Uses pond systems and biofloc units for ensuring year-round fish production
- Runs direct retail fish sales through own outlet for higher price realization
- Generates additional revenue through training programs and agri-aqua tourism initiatives

Annual Turnover	Employment Generated
₹60–70 lakhs	10

Reached annual production of **21 tonnes** in the first year of production

Mr. Gurdeep Singh

Gurdeep Singh Shrimp Farm
Sirsa, Haryana

9813707575

Inland Saline Aquaculture

Problem

- Severe soil and groundwater salinity made traditional agriculture unviable, in the dry regions of Haryana.
- Repeated crop failures and income instability for farming households.
- Lack of productive alternatives for saline-affected inland regions, affected their livelihood.

Solution

- Converted a saline land into a scientifically managed shrimp farming system, as an alternative livelihood.
- Implemented biosecurity, water-quality control and optimized stocking density.
- Adopted inland saline aquaculture practices to ensure high survival and fast growth of the cultured species.

Business Model

- Operates a commercial inland shrimp farming enterprise with multiple crop cycles annually.
- Sells harvested shrimp directly to exporters and wholesale buyers for premium pricing.
- Generates additional income through supply of seed, feed and aqua medicines to local farmers.
- Maintains stable cash flow through vertical integration and strong local market linkages.



Annual Turnover	Employment Generated
₹6–7 crores	70

Established **India's 1st private-sector Asian seabass hatchery**

Mr. H. Kaushik, Mr. V. S. Karthik Gowda & Mr. S. V. Sachin

Canares Aquaculture LLP
Uttar Kannada, Karnataka
6360299159
gajanan@canares.com

Brackishwater Aquaculture

Problem

- In India, there is severe shortage of private-sector marine finfish hatcheries.
- Heavy dependence on public research institutes for seabass and crab seed supply, affected expansion of marine aquaculture.
- Limited scalability for farmers due to inconsistent and restricted seed availability

Solution

- Established a technology-driven private marine hatchery enterprise in 2020 at Karnataka.
- Partnered with ICAR–CIBA for satellite-mode technology transfer and broodstock management.
- Implemented scientific hatchery protocols ensuring consistent seed production, thus ensuring both production and productivity.

Business Model

- Operates a large-scale marine hatchery with around 80 rearing tanks.
- Produces high value marine finfish species such as seabass, mud crab and pompano fry & fingerlings
- Generates revenue through Commercial seed sales to farmers & hatcheries and Broodstock collaborations
- Plans diversify into red snapper and advanced marine finfish breeding for wider market reach.



60 The Fish Queens

Annual Turnover	Employment Generated
₹10–20 crores	27

Best Activity Group Award – 2017 - Awarded by Society for Assistance to Fisherwomen (SAF) during the Saphalam Beneficiary Meet

Mrs. Mary Joseph, Mrs. Rinta Simon & Mrs. Mercy Antony

Muthu Activity Group
Ernakulam, Kerala
8606169251

Fisheries Processing

Problem

- Fisherwomen relied on door-to-door sale of fresh and dry fish with very low daily earnings
- No organized market access, capital support or processing facilities available for fisher women in the region.
- Lack of value addition kept incomes unstable and vulnerable to exploitation.

Solution

- Formed Muthu Activity Group (2008) under Society for Assistance to Fisherwomen (SAF), to support fisher women in the region.
- Received financial support and technical training from SAF, ICAR-CIFT and NIFPHATT
- Transitioned from informal selling to organized processing, packaging and value addition and generated profit from it.

Business Model

- Operates a women-led seafood value-addition enterprise, creating job opportunities for women.
- Processes and markets dry fish and value-added seafood products in the region.
- Works through structured production, packaging and local market linkages
- Integrates and employs local fisherwomen across the processing value chain, ensuring equality and equity in the fisheries sector.



Annual Turnover	Employment Generated
₹1–2 crores	05

Best Fish Farmer Award – 2023 - Department of Fisheries, Kerala

Mr. Martin George

Martin George Aqua Farms
Kottayam, Kerala
9446488466
gajanan@canares.com

Freshwater Aquaculture

Problem

- Traditional agriculture and horticulture were no longer profitable due to rising input costs, water scarcity, and declining crop returns.
- Fragmented landholdings limited the possibility of scaling farming operations for better income.
- There were very few locally available livelihood alternatives that could provide stable and high financial returns.

Solution

- Mr. Martin George diversified into freshwater aquaculture in 2011 by leasing multiple ponds across different locations in Kerala.
- He adopted semi-intensive fish farming practices to improve survival rates, growth performance, and overall productivity.
- To reduce feed expenses and increase profit margins, he established in-house floating pellet feed production using locally available raw materials.

Business Model

- The enterprise operates semi-intensive grow-out fish farming across approximately 25 hectares of leased land.
- Fish are produced using self-manufactured floating pelleted feed prepared from poultry waste and oil cakes, significantly lowering production costs.
- Harvested fish are marketed through bulk sales to hatchery agents, online distribution through FreshToHome, and direct sales to local traders.
- This multi-channel marketing system ensures consistent cash flow, wide market reach, and reduced dependency on a single buyer.



Annual Turnover	Employment Generated
₹6–10 lakhs	04

Established **Nagaland's 1st RAS-based ornamental aquaculture enterprise.**

Mr. Yarangjang Imchen

Imchen Aquatics
Dimapur, Nagaland
Ornamental Aquaculture

7005660066

Ornamental Aquaculture

Problem

- Nagaland lacked local ornamental fish hatcheries, forcing aquarium hobbyists and sellers to depend on expensive imports from other states.
- Inconsistent supply and high transportation stress reduced fish survival and quality.
- Cold winter temperatures in the region further discouraged local breeders due to heavy mortality losses.

Solution

- Mr. Yarangjang Imchen established Imchen Aquatics in 2021 to produce ornamental fish locally using climate-resilient technology.
- He adopted Recirculatory Aquaculture System (RAS) to maintain stable water temperature and quality throughout the year.
- With technical guidance and support under PMMSY, he developed an integrated facility for breeding, grow-out culture, and aquarium services.

Business Model

- The enterprise operates a vertically integrated ornamental aquaculture system covering breeding, rearing, and direct sales.
- Generates income through the commercial sale of ornamental fish, customized aquarium setup services, and RAS-based fish production.
- In-house production reduces dependency on imports, lowers operating costs, and ensures consistent fish quality.
- Direct local marketing allows better price realization while meeting growing regional demand.



Annual Turnover	Employment Generated
₹1–2 crores	05

Recognized as a **Progressive Integrated Farmer** on World Food Day 2021 by KVK-Khordha and ICAR-CIFA

Mr. Sarat Kumar Rout
Brothers' Hatchery and Integrated Farm
Khordha, Odisha
Freshwater Aquaculture

9439851028

Freshwater Aquaculture

Problem

- Traditional paddy cultivation in Khordha district was becoming economically unviable due to rising production costs and poor irrigation efficiency.
- Farm income remained seasonal, creating financial instability for farming households in the region
- Land and farm residues were underutilized, leading to low overall resource efficiency.

Solution

- Mr. Sarat Rout transformed his conventional farm into an integrated aquaculture–agriculture system in 2018.
- With technical support from ICAR–CIFA and KVK Khordha, he adopted biofloc technology, scientific hatchery management, and automated water systems.
- He introduced waste recycling practices where farm by-products were converted into productive inputs across fish, poultry, and crop units.

Business Model

- The enterprise operates a circular "aqua-agri" farming system integrating fish hatchery, grow-out culture, poultry, and crop production.
- Hatchery discharge water is reused for crop irrigation, while poultry waste fertilizes ponds and agricultural fields.
- Early-season fish breeding ensures continuous seed availability for both internal use and commercial sale.
- Income is generated from fish seed supply, table fish production, poultry outputs, and crop harvests with minimal external inputs.



64 The Aqua-Care Alchemist

Annual Turnover	Employment Generated
₹10–20 lakhs	07

Recipient of **Best Fisheries Entrepreneur Award** – 2022 - Awarded by the Ministry of Fisheries, Animal Husbandry & Dairying, Government of India

Dr. Srinivasan

Bharath Rhino Biotech Pvt. Ltd.
Thanjavur, Tamil Nadu

9080934885

bharath.rhino.biotech@gmail.com

Fisheries Inputs and Supplements

Problem

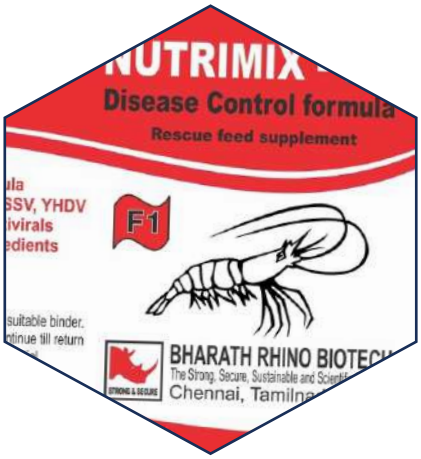
- Commercial fish and shrimp farms frequently suffered from disease outbreaks that caused heavy production losses.
- Poor feed efficiency increased farming costs and reduced overall profitability.
- Farmers lacked access to reliable diagnostic services and science-based farm advisory support.

Solution

- Mr. Srinivasan established a research-driven aquaculture solutions company focused on practical farm-level problems.
- He developed targeted feed supplements, disease-control formulations, and water–soil health monitoring tools suited to Indian farming conditions.
- By linking laboratory research with field testing and university collaborations, he converted scientific knowledge into affordable farm-ready solutions.

Business Model

- The enterprise follows an innovation + service + outsourcing model for cost efficiency and scalability.
- Around 80% of manufacturing is outsourced to minimize capital investment and expand faster.
- Revenue is generated through product sales, franchise outlets, and on-farm diagnostics and consultancy via the Indo-Asia Aqua-Clinic network.



Annual Turnover	Employment Generated
₹8–10 crores	150

Recipient of **Best Enterprise Award** – 2022 - Ministry of Fisheries, Animal Husbandry & Dairying, Government of India

Mr. Murugan

S.M. Engineering Works
Kanyakumari, Tamil Nadu

9439851028
info@smmarains.co.in

Fishing Vessel Construction

Problem

- Traditional fishing vessels relied heavily on fuel-inefficient engines, leading to rising operational costs for fishermen.
- Frequent mechanical failures and outdated marine systems caused downtime and income losses at sea.
- Lack of modern vessel design and clean energy solutions made deep-sea fishing increasingly unsustainable.

Solution

- Mr. Murugan transformed a small marine repair workshop into a full-scale marine engineering and vessel manufacturing enterprise.
- He designed energy-efficient marine engines, hydraulic gearboxes, PTO pumps, and advanced propulsion systems specifically for Indian fishing fleets.
- He pioneered hybrid and alternative-fuel vessel prototypes using CNG, LNG, and methanol to reduce fuel costs and emissions.
- His innovations modernized traditional fishing boats while improving safety, performance, and profitability.

Business Model

- The company operates on a manufacturing + engineering services + innovation-driven production model.
- Revenue is generated from building fishing vessels, manufacturing marine engines and components, and long-term maintenance contracts.
- As an empanelled boatyard under government, the firm constructs subsidized deep-sea tuna longliners.

Members Benefitted

169

Recipient of **Best Fisheries Cooperative Society** – 2022
Awarded by the Ministry of Fisheries, Animal Husbandry & Dairying, Government of India

Mr. Boini Kumar

Fishermen Cooperative Society Ltd., Mylaram Warangal, Telangana

6303339812

Fisheries Cooperative Society

Problem

- Fishers in Mylaram village struggled with poor access to quality seed and modern aquaculture inputs, limiting productivity.
- Dependence on middlemen resulted in low and unstable fish prices for cooperative members.
- Lack of post-harvest infrastructure and technical training restricted income diversification and growth.

Solution

- The cooperative implemented a collective development model under the Integrated Fisheries Development Scheme to strengthen production systems.
- Members received structured training, exposure visits, and technical support to improve seed production, disease management, and farming efficiency.
- Direct market linkages were established with major fish markets such as Kolkata, eliminating middlemen and improving price realization.

Business Model

- The society operates as a community-owned aquaculture enterprise managing fish and prawn production across 1,520 acres of ponds and reservoirs.
- Revenue is generated through fish sales, seed rearing in pens, direct wholesale marketing, and retail distribution.
- Additional income streams include supplying fish seed, feed, fishing gear, and marketing value-added fish products in urban markets.



Annual Turnover	Employment Generated
₹60–70 lakhs	10

Recipient of **Pandit Deendayal Upadhyay Antyodaya Krishi Puruskar** – 2016 (Zone VII)
Recognized as a **Regional Representative of the National Platform for Small Scale Fish Workers** (NPSSFW), North-East

Mr. Biswajit Majumder

Majumder Aqua Farms
South Tripura, Tripura
Integrated Aquaculture

9612117277

Integrated Aquaculture

Problem

- Farmers in Sabroom region depended heavily on single-crop agriculture, leading to unstable income and seasonal livelihood insecurity.
- High feed costs in aquaculture reduced profit margins and discouraged farm expansion.
- Lack of integrated resource use resulted in poor farm efficiency and underutilization of land and inputs.

Solution

- Mr. Biswajit Majumder developed a fully integrated farming system combining aquaculture, horticulture, apiculture, piggery, and poultry.
- He introduced resource recycling by using mustard oil cake, pig manure, and cow dung as low-cost organic inputs for fish culture.
- Farm waste was converted into productive inputs, drastically reducing dependency on commercial feed and fertilizers.

Business Model

- The enterprise operates an integrated farm spread across 8 hectares with 13 fish ponds linked to crop cultivation and livestock units.
- Revenue is generated through table fish production, fruit and vegetable sales, poultry products, and allied farm outputs.
- Nutrient recycling between enterprises lowers production costs by using livestock manure for pond fertilization and pond water for crop irrigation.



Annual Turnover	Employment Generated
₹8–10 crores	54

Recipient of **Best Fish Farmer (Inland) Award** – 2022 - Ministry of Fisheries, Animal Husbandry & Dairying, Government of India

Mr. Sujeet Kumar Chaudhary

V2S Aqua Pvt. Ltd.
Raebareli, Uttar Pradesh

9818647551

v2saqua@gmail.com

Integrated Aquaculture

Problem

- Traditional fish farming systems suffered from high mortality, poor water quality, and inconsistent production.
- Farmers in Uttar Pradesh experienced unreliable income due to inefficient stocking practices and weak survival rates.
- Lack of scientific monitoring limited crop optimization and reduced overall farm profitability.

Solution

- Mr. Sujeet Kumar Chaudhary introduced the innovative "Zero-point size fish culture" technique to reduce early-stage mortality.
- Fingerlings are first reared up to 200 grams in controlled nursery systems before transferring to grow-out ponds, improving survival and feed efficiency.
- Semi-biofloc technology and IoT-based water quality monitoring were integrated to maintain optimal growing conditions.

Business Model

- V2S Aqua Pvt. Ltd. operates across 18 hectares of semi-biofloc ponds following a structured nursery-to-grow-out production system.
- Revenue is generated through large-scale fish and shrimp production across two annual culture cycles.
- The company markets produce through its own retail outlets and partner distribution networks, eliminating middlemen.
- Direct farm-to-market integration ensures premium pricing, faster cash flow, and strong brand trust.

V2S Aqua Private Limited

Annual Turnover	Employment Generated
₹10–20 lakhs	04

Recipient of **Best Fish Farmer Award** – 2021- ATMA scheme
SDG Goalkeeper Award – 2021- Centre for Public Policy and Good Governance (CPPGG), Department of Planning, Uttarakhand

Mr. Kapil Talwar

Talwar Farms
Udham Singh Nagar,
Uttarakhand

9811607283

Freshwater Aquaculture

Problem

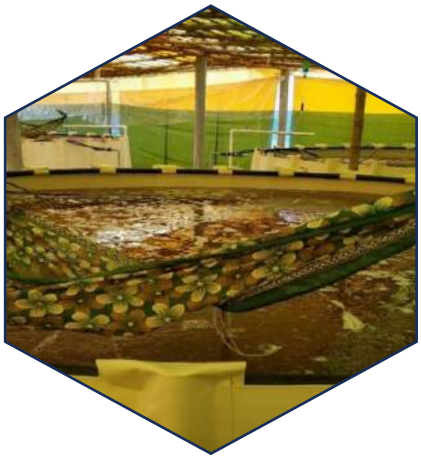
- Conventional fish farming in Uttarakhand resulted in low productivity and rising operational costs.
- Limited water availability restricted farm expansion and crop cycles in the region.
- Lack of species diversification reduced profitability and discouraged modern aquaculture adoption.

Solution

- Mr. Kapil Talwar converted family agricultural land into a diversified aquaculture enterprise centered on high-value Murrel culture.
- Biofloc tank systems were introduced for Pangasius and koi carp, reducing water usage by 50 percent.
- Traditional ponds were integrated with modern systems to ensure high survival rates and continuous year-round production.

Business Model

- Talwar Farms operates a hybrid aquaculture system combining biofloc tanks with pond-based Murrel farming.
- Revenue is generated from high-value table fish production across multiple species.
- The enterprise also breeds ornamental fish to serve aquarium markets.
- A "Farm to Home" trout processing and direct marketing initiative targets urban consumers with hygienically packed value-added fish products.



70 The Ripple Collective

Annual Turnover	Employment Generated
₹8–10 crores	400

Recipient of **Best Fisheries FFPO Award** – 2022 - Ministry of Fisheries, Animal Husbandry & Dairying, Government of India

Mr. Sangaram Mazumdar

Patashpur FFPO Ltd.
Purba Midnapore,
West Bengal

9733956420

Finfish Hatchery

Problem

- Fishers in Purba Midnapore faced limited access to quality fish seed, poor market connectivity, and weak bargaining power.
- Individual farmers lacked infrastructure to produce seed at scale or market fish efficiently.
- Financial exclusion and lack of formal credit restricted farm expansion and income growth.

Solution

- Mr. Sangaram Mazumdar mobilized 1,500 fishers into a structured Farmers Producer Company to build collective strength.
- The FFPO established scientific hatchery units producing Catla, Rohu, Common Carp, and Silver Carp seed locally.
- Rural seed outlets and mobile fish marts were launched to ensure regular supply across remote villages.

Business Model

- The enterprise operates a seed-to-market collective aquaculture system under the FFPO structure.
- Revenue is generated through large-scale fish seed production and sales via permanent outlets and mobile marts covering 180 villages weekly.
- Additional income comes from supplying agricultural inputs such as seed and fertilizer and providing financial facilitation services.
- Profits are reinvested into infrastructure expansion, member welfare, and enterprise growth.

Annual Turnover	Employment Generated
₹20–30 lakhs	08

Recognized as a **Progressive Fish Farmer** – 2023 by the Department of Fisheries, Tamil Nadu

Mr. Vignesh

Ayyapan Fish Farms
Tiruvarur, Tamil Nadu

97150 10933

Freshwater Aquaculture

Problem

- Traditional carp farming in Tiruvarur suffered from low productivity and unstable income due to poor pond management practices.
- Rising feed and operational costs reduced profit margins for small family-run fish farms.
- Conventional mono-species culture resulted in low survival rates and limited market diversification.

Solution

- Mr. Vignesh modernized the family fish farm by introducing IMC–Pacu polyculture under semi-intensive farming systems.
- Locally formulated farm-made feed reduced feed expenses while improving feed conversion efficiency.
- Scientific stocking density and feeding schedules, significantly lowered mortality and shortened culture cycles.

Business Model

- Ayyapan Fish Farms operates a family-managed production and direct marketing enterprise.
- Fish are sold live and fresh to traders and hotels across Tiruvarur and Thanjavur districts.
- Dual species culture targets both mass-market demand (IMC) and premium buyers (Pacu), ensuring stable year-round cash flow.
- Additional income is generated through surplus seed sales and organic pond manure marketing.



72 Jobless to Fish Boss

Annual Turnover	Employment Generated
₹20–30 lakhs	06

Successfully doubled annual fish production from **200 kg to 400 kg** through scientific farming practices

Mr. Kuldeep Verma

Verma Aqua Farm
Jammu, Jammu & Kashmir
9906282126

Integrated Aquaculture

Problem

- After leaving the army, Mr. Kuldeep Verma faced prolonged unemployment and financial instability.
- Dependence on traditional agriculture resulted in low and unpredictable income.
- Lack of viable livelihood opportunities limited long-term economic security for his family.

Solution

- Mr. Verma converted a small landholding into a productive fish pond covering 3 kanals using personal savings.
- Backyard poultry units were integrated near the pond to improve natural fertilization and reduce feed expenses.
- The combined system enhanced fish survival, lowered production costs, and improved overall farm productivity

Business Model

- Verma Aqua Farm operates an integrated aquaculture enterprise combining fish culture, poultry rearing, and dairy farming.
- Fish are marketed directly to local consumers and traders in Jammu, ensuring steady demand and higher price realization.
- Income is diversified across farming activities, reducing seasonal risks and strengthening cash flow.
- Future expansion plans include value-added fish products such as cutlets and pakoras to enhance profitability further.

Annual Turnover	Employment Generated
₹60–70 lakhs	25

Recipient of **Best Hilly & North Eastern Farmer Award** – 2021 - Ministry of Fisheries, Animal Husbandry & Dairying, Government of India on World Fisheries Day

Mr. Anup Kumar Sarmah

Mahabahu Fisheries Pvt. Ltd.
Biswanath, Assam

60033 96375

mahabahufisheries@gmail.com

Freshwater Aquaculture

Problem

- Large areas of ancestral land near the Brahmaputra remained submerged for nearly half the year due to chronic flooding.
- Traditional crop farming became impossible, causing income instability for local farmers.
- Surrounding wastelands remained unproductive and economically unused, affecting the income of farmers in the region.

Solution

- Mr. Anup Kumar Sarmah transformed flood-prone wasteland into a resilient aquaculture zone using high embankments and scientifically designed ponds.
- Integrated production systems enabled year-round fish farming despite seasonal flooding.
- Community collaboration strengthened farmer participation and shared economic growth in the region.

Business Model

- Mahabahu Fisheries operates a vertically integrated aquaculture enterprise combining seed production, feed manufacturing, and fish farming.
- Revenue is generated from annual fish production of approximately 70 tonnes.
- Additional income flows from feed sales and capacity-building services to partner farmers through its Farmer Producer Company network.
- The closed-loop model minimizes external input costs while maximizing profitability and sustainability.

74 The Aqua-Tourism Couple

Annual Turnover	Employment Generated
₹20–30 lakhs	08

Established **India's 1st Aqua-tourism enterprise** promoting aquaculture awareness

Mr. Vipin Nair &
Mrs. Anila Vipin

Vaikom Fish Farm & Aqua Tourism Pvt. Ltd.
Vaikom, Kerala
9605535797
efilingayyar184@gmail.com

Aqua-Tourism

Problem

- Traditional fish farms around Vaikom depended solely on production income with limited diversification opportunities.
- Aquaculture sites remained under-utilized as potential tourism and learning destinations.
- Farmers lacked supplementary revenue streams beyond seasonal fish harvests and culture.

Solution

- The couple converted a conventional fish farm into an interactive aqua-tourism destination.
- Aquaculture was blended with visitor experiences such as farm walks, boating, aquarium exhibits, and recreational fishing.
- Developed a unique experiential tourism model that enhances public awareness of aquaculture while creating an additional and sustainable income stream for the farm.

Business Model

- The enterprise earns through visitor entry fees, boating activities, fishing experiences, and educational farm tours.
- On-site aquarium displays attract families, schools, and eco-tourists year-round.
- Fresh fish cuisine and direct sale of farm produce provide additional revenue.
- Tourism combined with aquaculture supply creates a diversified, resilient income system.

Annual Turnover	Employment Generated
₹1–2 crores	16

Recipient of **Best Fish Hatchery Award** – 2021 - Ministry of Fisheries, Animal Husbandry & Dairying, Government of India

Mr. Sapan Kumar Patra

Sapan Fish Seeds Farm
Balasore, Odisha
9668818819
sapanpatra@yahoo.com

Finfish Hatchery

Problem

- Local hatcheries in Odisha suffered from inbreeding, poor broodstock quality, and frequent disease outbreaks.
- Farmers experienced unreliable seed supply and low survival rates in grow-out farms.
- Lack of modern hatchery infrastructure reduced confidence in indigenous seed producers.
- Limited access to advanced hatchery technologies and scientific management practices hindered consistent production of high-quality fish seed.

Solution

- Mr. Sapan Kumar Patra modernized the family hatchery using scientific broodstock management and semi-intensive culture systems.
- Selective breeding programs were introduced to maintain genetic purity and high growth performance.
- Probiotic-based biosecurity practices replaced chemical treatments, improving seed health and survival.

Business Model

- The enterprise operates a hybrid B2B and B2C seed production and distribution system
- High-quality spawn, fry, and fingerlings are sold directly to farmers and through regional agent networks in Odisha and Chhattisgarh.
- Oxygen-packed transport systems and mobile distribution units ensure safe long-distance delivery.
- Additional revenue is generated through farmer training programs, demonstrations, and exposure visits.



Annual Turnover

Employment Generated

170

Recipient of **Best Fisheries FPO Award** – World Fisheries Day 2021 -
Ministry of Fisheries, Animal Husbandry & Dairying, Government of India

Mr. Manoj Kumar Reddy

Bhavi Aqua & Fish Farmer Producer Company (BAFFPC)
Nellore, Andhra Pradesh

86123 20045

Fish Farmer Producer Company

Problem

- Individual fishers and small farmers in the Nellore coastal belt faced unstable prices and heavy dependence on middlemen.
- Lack of organized marketing systems led to post-harvest losses and poor profit realization.
- Limited access to technology, finance, and value addition restricted income growth, especially for fisherwomen.

Solution

- BAFFPC was formed to unify fishers under a collective business platform for stronger bargaining power and market access.
- A direct-to-market system was developed to link member harvests with urban buyers and exporters.
- The "Gunapatis" brand was launched by them to promote traceability, quality, and consumer trust.

Business Model

- The FFPO operates an aggregator-based cooperative model integrating production, processing, and marketing.
- Members receive access to quality seed, feed, aerators, and technical support through institutional partnerships.
- Fish harvests are bulked and sold directly in major markets, and to seafood exporters.
- Processed fish products are marketed under the "Gunapatis" brand, generating employment particularly for women.



Annual Turnover	Employment Generated
₹1–2 crores	12

Recipient of **Best Inland Fish Farmer Award** – 2021
Ministry of Fisheries, Animal Husbandry & Dairying, Government of India

Mr. Asif Siddiqui

A.Q. Fisheries Pvt. Ltd.
Barabanki, Uttar Pradesh

91 5248-222441

Solar-Powered Aquaculture

Problem

- Traditional aquaculture resulted in recurring financial losses due to unstable yields and market fluctuations.
- Limited technology and high energy costs made farming unsustainable for long-term income generation.
- Youth in the region faced unemployment and migration due to lack of profitable livelihood options.

Solution

- Mr. Asif Siddiqui converted his ancestral farmland into a solar-powered aquaculture enterprise focused on high-density fish production.
- A 30 KW solar plant was installed to operate aerators, pumps, and water circulation systems without dependence on grid electricity.
- Solar integration reduced operational costs by more than 40 percent while ensuring uninterrupted farm operations.

Business Model

- A.Q. Fisheries operates a solar-integrated pond aquaculture system across 6 acres with 66 earthen ponds.
- Fish are sold directly to wholesalers and retailers, minimizing middlemen and improving price realization.
- Nutrient-rich pond water is reused for nearby agriculture, creating a circular and eco-friendly farming system.
- Locally sourced pelleted feed and renewable energy enable year-round profitable operations.

Annual Turnover	Employment Generated
₹8-10 crores	80

Recipient of **Best Shrimp Hatchery Award** –2021 - Ministry of Fisheries, Animal Husbandry & Dairying, Government of India

Mr. Prathipati Veerabhadra Kumar
Srinidhi Biotechnologies Pvt.Ltd.
Visakhapatnam,
Andhra Pradesh
98494 44057
srinidhibiotech@gmail.com

Shellfish Hatchery

Problem

- India's shrimp farmers suffered heavy losses due to poor-quality seed and frequent disease outbreaks.
- Antibiotic contamination reduced survival rates and affected export market acceptance.
- Lack of pathogen-free hatcheries and weak biosecurity protocols undermined farmer confidence.

Solution

- Mr. Veerabhadra Kumar established a state-of-the-art biosecure shrimp hatchery producing quality SPF Vannamei seed.
- A closed-loop water treatment and disinfection system eliminated pathogen entry in the hatchery.
- Strict Best Management Practices were implemented from broodstock conditioning to seed packing.

Business Model

- Srinidhi Biotechnologies runs a vertically integrated hatchery system spreading across 8.5 acres.
- The hatchery produces over 1 billion seeds per cycle with continuous health monitoring.
- Seeds are distributed directly to farmers and through licensed dealers across Andhra Pradesh, Odisha, and West Bengal.
- Certification-driven compliance and automation ensure scalability, trust, and premium market positioning.



Annual Turnover

Employment Generated

105

Recipient of **Best Performing Fisheries Cooperative Society** –2021 - Ministry of Fisheries, Animal Husbandry & Dairying, Government of India

Mr. Jyotish Talukdar

Kalong Kapili Cooperative Society Ltd.
Kamrup, Assam
Cooperative-Led Aquaculture

98641 02212

Fisheries Cooperative Society

Problem

- Fish farmers in flood-prone districts of Assam faced repeated income losses due to poor-quality seed and irregular feed availability.
- Fragmented production and unorganized marketing prevented collective bargaining and fair price realization.
- Limited access to technical guidance, insurance, and institutional credit reduced long-term sustainability for small fishers.

Solution

- Under the leadership of Mr. Jyotish Talukdar, the cooperative was strengthened to function across six districts with a unified value-chain approach.
- Integrated farming models including freshwater prawn, Mola fish, and carp polyculture were promoted to diversify income.
- Strategic collaborations with NABARD, ICAR-CIFA, and FISHCOPFED enabled insurance coverage, and Kisan Credit Card (KCC) linkages for members.

Business Model

- Operates as a multi-tiered fisheries ecosystem owned and managed by its members.
- Revenue is generated through fish seed production, feed supply, and bulk aggregation of table fish for organized markets.
- Backward linkages ensure local seed and feed availability, while forward linkages connect members to wholesale buyers.
- Profit reinvestment, insurance schemes, and solar pump distribution strengthen economic, social, and environmental sustainability.

80 Singh is King

Annual Turnover	Employment Generated
₹1–2 crores	28

Recognized with the prestigious **Padma Shri** – 2019 by the Government of India

Mr. Sultan Singh

Sultan Fish Feed Farm
Nilokheri, Haryana
Finfish Hatchery

99911 99710

sfsfarm@yahoo.com

Finfish Hatchery

Problem

- Inland aquaculture in North India relied on seasonal breeding, low productivity, and outdated farming practices.
- Farmers lacked access to quality fish seed, scientific feed, and modern aquaculture technologies.
- Absence of processing and value addition limited farm income and market growth.

Solution

- Mr. Sultan Singh established North India's first commercial fish seed and feed hatchery using scientific breeding methods.
- He introduced year-round induced breeding, RAS-based culture systems, and domestic ornamental fish seed production.
- Integrated aquaculture with dairy, horticulture, vermicomposting, aquaponics, and fish processing for higher profitability.

Business Model

- Produces fish seed, table fish, and formulated feed through vertically integrated farming systems.
- Operates RAS units and pond culture to ensure continuous year-round production.
- Runs a fish processing unit and retail outlets for value-added fish products.
- Supports a network of 800 farmers through seed supply, technical services, and market linkages.

Annual Turnover	Employment Generated
₹20–30 lakhs	12

Recognized as a **Model Integrated Farmer** by the Department of Fisheries, Haryana

Mr. Manvender Singh

Singh Integrated Aqua Farm
Ambala, Haryana
Integrated Aquaculture

94167 20490

Integrated Aquaculture

Problem

- Traditional crop farming provided unpredictable income due to rising input costs and low market returns.
- Fragmented landholdings limited farm expansion and long-term profitability.
- Dependence on a single farming activity made livelihoods vulnerable to climate and price fluctuations.

Solution

- Mr. Manvender Singh integrated freshwater aquaculture with pig farming to diversify income sources.
- He adopted scientific pond construction, waste recycling, and year-round farm management practices.
- Livestock waste was efficiently reused as pond nutrients, improving fish growth and reducing feed costs.

Business Model

- Operates an integrated fish–piggery farming system under a single management structure.
- Uses nutrient recycling to minimize external inputs and maintain low production costs.
- Produces fish and livestock products continuously across multiple farming cycles.
- Sells directly to local markets and buyers, ensuring steady cash flow and better price realization.



82 Pond Man of Rohtak

Annual Turnover	Employment Generated
₹20–30 lakhs	15

Best Fish Farmer – 2020 - National Fisheries Development Board

Mr. Surender

Majra Aqua Farms
Rohtak, Haryana

98123 22340

Freshwater Aquaculture

Problem

- Traditional crop farming gave declining income due to poor soil productivity and unstable market prices.
- Limited landholding made it further difficult to expand agriculture-based earnings.
- Strong cultural hesitation toward fish farming in his vegetarian community slowed early adoption.

Solution

- Mr. Surender adopted scientific aquaculture practices with technical guidance from the Department of Fisheries, Haryana.
- He introduced aeration systems, probiotics, and regular water-quality monitoring to improve fish survival and growth.
- Year-round pond management and staggered harvesting helped stabilize production and income flow.

Business Model

- Operates a leased-pond freshwater fish farming system focused on high productivity per unit area.
- Uses scientific input management including quality seed, feed optimization, and water health protocols.
- Practices staggered harvesting to maintain continuous supply and cash flow.
- Sells directly to local markets and major urban buyers including Delhi, reducing middlemen dependency.



Annual Turnover	Employment Generated
₹20–30 lakhs	10

Ms. Selvi

Mullai Spirulina Farm
Vellore, Tamil Nadu
94433 21986
mullaispirulinafarm@gmail.com

Live Feed Culture

Established one of **Tamil Nadu's earliest women-led spirulina–aquaculture** integration enterprises (2010)

Problem

- Women in drought-prone Bodaparai village depended on seasonal farming with frequent crop failures and unstable income.
- Lack of year-round livelihood options left many households economically vulnerable.
- Local fish farmers struggled to access affordable, protein-rich feed supplements for healthy fish growth.

Solution

- Mrs. Selvi adopted spirulina cultivation as a sustainable livelihood and aquafeed nutrition solution.
- With technical training from Nallayan Research Centre and TANUVAS, she established low-cost culture tanks on unused land.
- She engaged rural women in production and processing, supplying spirulina to fish farmers and health markets.

Business Model

- Operates a women-led microalgae production system using locally fabricated culture tanks.
- Produces spirulina in powder, capsule, and feed-grade biomass forms for diversified markets.
- Sells directly to aquaculture farms, health stores, small retailers, and international buyers.
- Follows circular economy practices by reusing culture water, maintaining biosecurity, and minimizing production waste.



84 Housewives to Hatchery Owners

Annual Turnover	Employment Generated
₹15-20 lakhs	10

Established a successful **women-led ornamental fish enterprise** in a tribal village (2008)

Mrs. Mandakini Mohanta

Maa Tarini Self Help Group (SHG)
Keonjhar, Odisha
9437228669

Ornamental Aquaculture

Problem

- Women from tribal and smallholder families in Purunia village depended mainly on seasonal agriculture with highly irregular income.
- Social and economic barriers restricted women's participation in independent livelihood activities.
- Despite strong market demand, rural communities lacked knowledge, skills, and start-up support for ornamental fish farming.

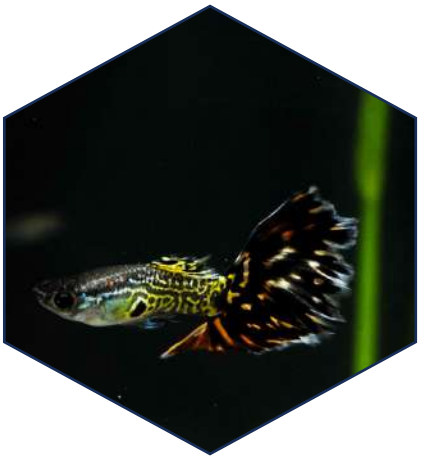
Solution

- SHG received structured training in ornamental fish breeding under the guidance of ICAR – CIFA.
- Members learned tank construction, broodstock management, live feed preparation, and water quality control.
- Using group savings and small project grants, they established a livebearer breeding unit and achieved consistent production through continuous handholding.

Business Model

- Operates as a women-managed collective ornamental hatchery with shared daily responsibilities.
- Produces and sells guppy, molly, platy, and swordtail fish to local traders at assured market rates.
- Profits are reinvested to expand tank numbers, broodstock quality, and production capacity.
- Maintains long-term technical and market linkages with fisheries institutions and private buyers for stability and growth.





Annual Turnover	Employment Generated
₹5–10 lakhs	04

Recognized for **innovative hill-terrain aquaculture** adaptation by the Department of Fisheries, Himachal Pradesh

Mr. Jeevan Lal

Lal Aquafarms
Una, Himachal Pradesh
9812322340

Coldwater Aquaculture

Problem

- Traditional hill farming in Una generated low and unstable income due to rainfall dependency and limited cultivable land.
- Small landholdings restricted crop diversification and made year-round livelihood security difficult.
- Lack of suitable alternative livelihood forced youth migration in search of work.

Solution

- Mr. Jeevan Lal adapted aquaculture to suit the hilly terrain regions by constructing smaller, slope-friendly ponds with efficient water flow systems.
- He reduced production costs by formulating local feed using soybean and pulses instead of expensive commercial pellets.
- Through training and continuous learning, he mastered coldwater fish management and achieved high survival and growth rates.

Business Model

- Operates a compact hill-adapted trout farming system optimized for small land parcels.
- Produces part of the fish feed locally to reduce input costs and improve profit margins.
- Maintains limited in-farm seed stock to ensure continuity of production cycles, around the year.
- Sells fresh trout directly to nearby towns, avoiding middlemen and ensuring quick cash flow.



86 The Fish Mother

Annual Turnover	Employment Generated
₹5–10 lakhs	06

Recipient of **Best Fisheries Award** – 2022 by the Ministry of Fisheries, Animal Husbandry and Dairying, Government of India

Mrs. Vinitha Kumari

Vinitha Kumari Farms
Dumka, Jharkhand
06434 223903

Freshwater Aquaculture

Problem

- Traditional farming and small fish sales provided low and unpredictable income, making household finances unstable.
- Lack of cold storage and transport facilities caused post-harvest losses and poor price realization for fresh fish.
- Seasonal agriculture limited year-round earning opportunities and increased financial risk.

Solution

- Mrs. Vinitha Kumari shifted from subsistence farming to a diversified aquaculture and fish marketing enterprise.
- She developed freshwater nursery and grow-out ponds while building coastal sourcing linkages for marine fish trade.
- By improving feed practices, maintaining consistent production, and creating direct buyer networks, she ensured steady income throughout the year.

Business Model

- Operates family-managed freshwater fish ponds for continuous IMC production.
- Procures and markets marine fish through established coastal trader partnerships to diversify income.
- Sells directly to wholesale and local markets, reducing dependence on middlemen.
- Reinvests profits into seed quality, feed efficiency, and water management to scale production sustainably.

Annual Turnover	Employment Generated
₹10–20 lakhs	03

India's First Transgender Entrepreneur in Fisheries – 2021

Ms. Athidhi Achuth

Athidhi's Live & Fresh Fish Mart
Kochi, Kerala
94960 07029

Fisheries Marketing

Problem

- Faced social discrimination and unemployment due to transgender identity, limiting access to dignified livelihood opportunities.
- Lack of capital and infrastructure made it impossible to enter formal fisheries marketing.
- Dependence on informal work offered unstable income and no long-term economic security.

Solution

- Through support from ICAR–CMFRI, Athidhi received a fully equipped modern fish vending unit.
- The stall was fitted with deep freezers, hygienic cutting platforms, weighing systems, and live fish holding tanks.
- She directly sourced fish from SC/ST cage culture and biofloc farmers, creating fair trade and bypassing middlemen.

Business Model

- Operates a hygienic live & fresh fish retail mart serving walk-in customers daily.
- Procures fish directly from small-scale farmers, ensuring better farmer prices and fresh supply.
- Offers cleaned, sealed fish packs along with home delivery services for urban customers.
- Maintains premium quality, hygiene standards, and customer trust to build repeat sales and steady income.



Annual Turnover	Employment Generated
₹5–10 lakhs	02

Recipient of **Best Marine Fish Farmer Award** – 2024 - Ministry of Fisheries, Animal Husbandry & Dairying, Government of India

Mr. Ravi Kharvi

Ravi Kharvi IMTA Unit
Udupi, Karnataka

+91 484 2391 407

Integrated Multi-Trophic Aquaculture

Problem

- Traditional marine farming in coastal Karnataka depended on single-species culture, leading to unstable income and high production risk.
- Resource wastage and poor nutrient recycling increased costs and limited farm productivity.
- Seasonal fishing pressure left farmers with irregular earnings and few livelihoods diversification options.

Solution

- Mr. Ravi Kharvi adopted Integrated Multi-Trophic Aquaculture (IMTA) to create a balanced and sustainable marine farming system.
- He combined Indian Pompano and Silver Pompano cage culture with green mussel farming to recycle nutrients naturally.
- Waste from fish culture nourished mussels, improving water quality while generating an additional income stream.

Business Model

- Operates an integrated coastal aquaculture system producing finfish and shellfish simultaneously.
- Uses natural nutrient recycling to reduce feed waste and operational costs.
- Sells fresh fish and mussels directly through coastal trader networks for better price realization.
- Works with research institutions and local cooperatives for technical upgrades and sustainable management.

Annual Turnover	Employment Generated
₹80–90 lakhs	12

State-Level Excellence Award in Fish Seed Production – 2022 -Government of Bihar

Mr. Yatendra Kashyap

Kash Fisheries
Motihari, Bihar
7991102208

Freshwater Aquaculture

Problem

- Traditional crop farming was generating low profits due to rising input costs and unstable market prices.
- Despite having water-rich land, lack of technical knowledge prevented efficient use for high-income farming.
- Absence of business planning and modern management limited long-term sustainability of agriculture.

Solution

- Mr. Yatendra Kashyap shifted from crop farming to scientific freshwater aquaculture as a structured business venture.
- He adopted improved carp culture practices, focusing on quality seed, feed and regular monitoring.
- By introducing operational discipline and production planning, he transformed uncertain farming into a stable income enterprise.

Business Model

- Operates a production-focused aquaculture enterprise centered on Indian Major Carps and exotic carp species.
- Maintains self-reliant input systems for seed sourcing, feeding, and pond management to control costs.
- Markets harvested fish directly through organized wholesale networks for assured demand and fair pricing.



Annual Turnover	Employment Generated
₹40–50 lakhs	08

Recipient of the **National Fish Farmers' Award** – 2024 – ICAR- Central Inland Fisheries Research Institute

Mrs. Subuhi Naaz

Subuhi Naaz Aqua Farms
Sindhora, Uttar Pradesh
0542-2281639

Freshwater Aquaculture

Problem

- Rural women had very limited livelihood options, mostly seasonal and low-paying, making financial stability difficult.
- As the sole provider for her family, she faced constant economic pressure with no access to scalable home-based enterprises.
- Weak local market linkages and lack of small-scale production models restricted women from entering aquaculture.

Solution

- She began aquaculture as a backyard, home-level enterprise using small tanks suited for low investment and easy management.
- Gradually scaled production by mastering pond preparation, quality seed stocking, feeding practices, and regular harvesting cycles.
- Built consistent market linkages with local traders, converting household space into a reliable income-generating fish business.

Business Model

- Operates a small-to-medium scale freshwater fish farming enterprise focused on IMC and exotic carp species.
- Sources seed and feed locally while maintaining strict cost control and efficient pond management.
- Sells harvest directly to traders and dealers, avoiding middlemen and ensuring steady demand.

Annual Turnover	Employment Generated
₹20–30 lakhs	51

Successfully onboarded over
1,400+ farmers and 105+ wholesalers
into the live-fish supply platform

Dr. Vivek Saha

SNRAS System Pvt. Ltd.
Bengaluru, Karnataka
8792980707
info@fishmongers.biz

Fisheries Marketing

Problem

- Traditional live-fish transport in India resulted in very high mortality due to stress, poor water quality, and long travel times.
- Farmers and fishers earned low returns as middlemen dominated the supply chain and losses reduced saleable volume.
- Wholesalers and retailers faced inconsistent quality and unreliable supply of live fish in the region.

Solution

- Dr. Vivek Saha created a technology-enabled live-fish logistics system sourcing directly from farmers and fishers.
- Introduced IoT-based monitoring and proprietary water-treatment systems to maintain fish health during transport.
- Built a transparent supply chain that dramatically reduced mortality and ensured consistent live-fish quality for buyers.

Business Model

- Aggregates live fish directly from partner farmers and fishing communities across multiple states.
- Uses specialized transport systems with real-time monitoring to ensure low mortality and high survival rates.
- Supplies wholesalers and retailers with reliable, high-quality live fish consignments.
- Generates revenue through logistics services, bulk live-fish sales, and long-term supply partnerships.

SNRAS SYSTEMS

92 Durg Aquapreneur

Annual Turnover	Employment Generated
₹90–100 lakhs	30

Recipient of **Bilasa Bai Kawtin Matsya Vikas Award** and **Best Fish Farmer Award** - Department of Fisheries, Chhattisgarh

Mr. Roopchand Dhiwar

Purvi Fish Farm
Durg, Chhattisgarh

7712321200

Freshwater Aquaculture

Problem

- Traditional agriculture in rural Durg offered low and unstable income despite abundant water resources.
- Lack of technical knowledge and modern aquaculture infrastructure limited fish farming productivity.
- Absence of organized fish marketing systems kept farmers dependent on low-price middlemen.

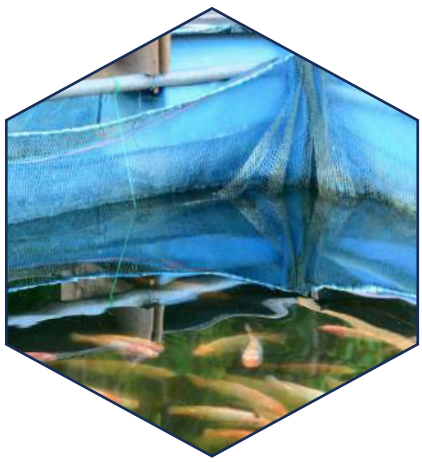
Solution

- Mr. Roopchand Dhiwar started Purvi Fish Farm with a single pond and gradually adopted scientific aquaculture practices.
- He introduced aeration systems, water-quality management, and improved feeding strategies to boost productivity.
- By integrating seed production with grow-out culture and direct sales, he built a profitable year-round fish farming enterprise.

Business Model

- Produces fish seed in-house to ensure quality seed supply and reduce input costs.
- Grows Indian Major Carps and exotic carps using scientific pond management techniques.
- Sells harvested fish directly to wholesalers and local vendors, avoiding middlemen losses and employs local workers thus maintaining steady cash flow.





Annual Turnover	Employment Generated
₹1–2 crores	20

Best Ornamental Fish Breeder Award – 2022 – Department of Fisheries, Kerala
Excellence in Ornamental Aquaculture – 2023 - Kerala University of Fisheries and Ocean Studies

Mr. Muhammed Bin Farooq
Farooq Ornamental Farms
Kollam, Kerala
9061917211

Ornamental Aquaculture

Problem

- Ornamental fish entrepreneurs in Kerala lacked access to large-scale hatchery infrastructure and controlled indoor production systems.
- Poor feed quality, disease outbreaks, and unstable water conditions reduced survival and quality of exotic fish varieties.
- Limited marketing linkages made it difficult to scale from small hobby farms to profitable commercial ventures.

Solution

- Mr. Farooq established a fully integrated indoor ornamental hatchery with recirculatory systems and automated water control.
- He developed in-house nutrient-rich ornamental feeds that improved growth rate and vibrant fish coloration.
- He built direct trade partnerships with retail chains and export buyers in Gulf countries, ensuring stable high-value markets.

Business Model

- Operates a complete hatchery-to-market ornamental fish production system under one facility.
- Maintains separate nursery, grow-out, and quarantine units to ensure export-grade quality and biosecurity.
- Sells continuously through wholesalers, six retail outlets, and international export partners.
- Uses technology-driven indoor systems to ensure year-round production and consistent cash flow.

Annual Turnover	Employment Generated
₹10–15 lakhs	02

Special Recognition Award – 2022 ICAR-Central Island Agricultural Research Institute

Mr. Arjun

SSM Aquarium
Port Blair, Andaman and Nicobar Islands

9933247239

Ornamental Aquaculture

Problem

- The Andaman Islands depended heavily on ornamental fish transported from mainland cities, causing extreme stress and mortality during long transit.
- Poor survival rates, nearly 80%, made aquarium businesses financially unsustainable.
- The absence of local hatcheries, trained manpower, and broodstock forced constant reliance on costly imports.

Solution

- Mr. Arjun established a localized ornamental breeding and quarantine system suited to island conditions.
- He introduced controlled acclimatization, water quality correction, temperature regulation, and preventive health treatments to reduce disease and stress.
- He began breeding hardy ornamental species in-house, gradually replacing dependence on mainland fish supplies.

Business Model

- Operates a localized breed–quarantine–retail ornamental aquaculture system under one facility.
- Sells directly through a retail outlet in Port Blair, eliminating transport losses and middlemen.
- Focuses on short supply chains, steady year-round production, and reduced operational risk.



Annual Turnover	Employment Generated
₹10–15 lakhs	02

Featured **Success Enterprise** – 2022 - Recognized by The Better India platform for building a profitable small-scale biofloc farming model.

Mr. Dinu Thankan & Mrs. Ramitha Dinu

Dinu Thankan Biofloc Unit
Ernakulam, Kerala
0484–2361970

Biofloc Aquaculture

Problem

- Small farmers in Kerala faced land and water scarcity, making traditional pond farming economically inefficient.
- Rising feed and input costs reduced profitability in conventional aquaculture systems.
- Irregular harvest cycles made it difficult for households to generate stable year-round income.

Solution

- The couple adopted biofloc technology to intensify tilapia production within a very small land area.
- They managed floc ecology using aeration, carbon balancing, and scientific feeding schedules to support high stocking density.
- By customizing biofloc practices to Kerala's climate, they achieved rapid growth cycles with frequent harvests and strong survival rates.

Business Model

- Operates a compact biofloc-based tilapia farming unit with multiple high-density tanks.
- Maintains staggered production cycles to ensure continuous harvesting throughout the year.
- Markets fresh fish directly to local retailers and household consumers in Ernakulam district.
- Focuses on low-water usage, fast turnover, and minimal transport losses for higher profit margins.



96 Lady SeaBoss

Annual Turnover	Employment Generated
₹10–15 lakhs	02

Recognized as a **Successful Woman Aquapreneur** – 2023 – Department of Fisheries, Goa

Mrs. Silvia Fernandes

Silvia Fernandes Cage Culture Unit
Zuari River, Goa
9923320104

Marine Cage Aquaculture

Problem

- Small-scale fishers in South Goa depended mainly on seasonal marine fishing, resulting in unstable and unpredictable income.
- Declining wild catches and fishing ban periods reduced livelihood security for coastal households.
- Large estuarine stretches of the Zuari River remained unused due to lack of cage culture knowledge and low-investment farming models.

Solution

- Mrs. Silvia Fernandes introduced floating cage culture in the Zuari River using scientifically managed seabass rearing systems.
- She applied grading techniques after one month to improve growth uniformity and feed efficiency.
- Regular water-quality monitoring and structured feeding schedules enabled rapid growth and high survival rates within short culture cycles.

Business Model

- Operates a river-based floating cage culture system with continuous production cycles.
- Maintains staggered stocking and harvesting to ensure regular income flow throughout the year.
- Markets fresh seabass directly to local buyers and consumers using offline sales and social media platforms.



Annual Turnover	Employment Generated
₹40–50 lakhs	12

Recognized Startup for **Fisheries Value-Chain Innovation** – 2021 - under the VIKAS R-ABI Incubation Program at ICAR–National Rice Research Institute, Cuttack

Mr. Binayak Ranjan Jena

Coastkings Pvt. Ltd.
Bhubaneswar, Odisha

76810 58005

pvtcoastkings@gmail.com

Fisheries Marketing

Problem

- Fish farmers around urban Odisha lacked direct access to city markets, forcing them to depend on middlemen with low profit margins.
- Poor cold-chain systems caused high post-harvest losses and reduced fish freshness by the time it reached consumers.
- Urban customers received low-quality fish despite paying premium prices due to inefficient transport and handling practices.

Solution

- Mr. Binayak Ranjan Jena established a technology-driven live fish delivery system connecting farms directly to city consumers.
- Customized transport vehicles fitted with aerated and oxygenated live-fish tanks to maintain freshness and reduce mortality.
- By creating direct procurement linkages with small farmers, he ensured fair pricing, , and high-quality supply to urban markets.

Business Model

- Operates a farm-to-city live-fish logistics network integrating procurement, storage, and doorstep delivery.
- Purchases live fish directly from aquaculture farmers and maintains them in oxygen-controlled mobile tanks.
- Supplies households, restaurants, and retailers through direct sales, bulk orders, and subscription delivery services.

The Kishanganj King

Annual Turnover	Employment Generated
₹10–20 lakhs	05

Recognized as the **Outstanding Farmer Award** – 2020 & 2021 - Bihar Agricultural University

Mr. Muzaffar Kamal Saba

MJ Farmhouse Aquaculture Unit
Kishanganj, Bihar
76330 44100

Freshwater Aquaculture

Problem

- Traditional paddy farming in Kishanganj generated low income despite high labour requirements.
- Small fish farms were fragmented, under-capitalised, and struggled with rising input costs.
- Weak market linkages forced farmers to rely on middlemen, reducing profitability and freshness of produce.

Solution

- Mr. Muzaffar Kamal Saba converted 15 acres of land into a scientifically managed aquaculture enterprise.
- He adopted biofloc technology and aeration systems to intensify production and stabilize water quality.
- By introducing direct farm-to-market sales, he eliminated middlemen and improved price realization while ensuring fresh supply to consumers.

Business Model

- Operates an integrated production-to-marketing aquaculture system under single management.
- Uses biofloc and scientific pond management to reduce feed cost and improve survival rates.
- Maintains continuous water-quality monitoring and efficient feeding schedules to maximize output.
- Sells fish directly to markets and buyers, ensuring higher margins and quick turnover.



Annual Turnover	Employment Generated
₹30–40 lakhs	08

Recognised in **"Gems of Agri Innovations"** – 2024

Mr. Prakkan Hillol
Finno AQ Pvt. Ltd.
Howrah, West Bengal
8100533280
prakkan.hillol@gmail.com

IoT and AI in Fisheries

Problem

- Farmers relied on manual water testing, causing delayed response to water-quality fluctuations and fish stress.
- Early-stage disease outbreaks went unnoticed due to lack of real-time monitoring and behavioral tracking.
- Absence of affordable digital tools limited productivity, feed efficiency, and farm scalability.

Solution

- Mr. Prakkan Hillol developed a portable IoT-based aquaculture monitoring system with real-time pond sensors.
- Integrated AI and machine learning to analyze water parameters and fish behavior through digital cameras.
- Created a mobile dashboard delivering instant alerts and actionable farm management insights.

Business Model

- Designs and manufactures IoT hardware for real-time aquaculture monitoring in the region.
- Generates recurring revenue through subscription-based AI analytics platforms.
- Provides farm integration services and precision aquaculture consultancy and partners with hatcheries, feed companies and farmer groups for large-scale deployment.

FINNO AQ
Innovating Sustainably

100 Marine Fish Seed Man of India

Annual Turnover	Employment Generated
₹4-5 crores	34

Best Marine Finfish Hatchery Award - World Fisheries Day 2021, National fisheries Development Board (NFDB), Hyderabad

Mr. Medisetti Venkataramana

MSR Aqua Pvt. Ltd.
Kakinada, Andhra Pradesh
9848011451
msraquapvtltd@gmail.com

Marine Fish Hatchery

Problem

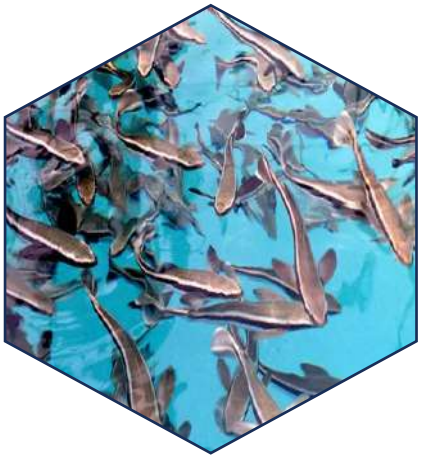
- Lack of quality marine finfish seed hatchery and absence of modern marine hatchery infrastructure
- Difficulty in accessing reliable seeds of high value marine species like Cobia, Pampano & Asian Sea Bass
- Lack of awareness among fish farmers and limited diversification and production of high value marine species

Solution

- MSR Aqua Pvt. Ltd. has established a state-of-the-art hatchery with advanced broodstock facilities, controlled spawning units and standardized larval rearing protocols.
- Between 2018 to 2021, successfully produced 23.59 lakh fingerlings, a breakthrough in marine seed production.
- Reduced fish farmers' dependence on unreliable seed sources by improving access to quality, disease-free seed and ensuring timely delivery.

Business Model

- Maintains broodstock of Cobia, Silver Pompano, and Indian Pompano in RAS-enabled systems.
- Well-established partnerships with hatcheries and nurseries in Andhra Pradesh and Karnataka ensure reliable supply chains.
- Produces high quality marine finfish seed through sustainable, year round hatchery operations.



Annual Turnover	Employment Generated
₹30 lakhs	08

Dr. Jeherul Islam

DE JM Vets
Guwahati, Assam
8472092140

Fish Farming & Consultancy

Established a **multi-service aquaculture enterprise** integrating fish farming, consultancy, and input supply

Problem

- High demand for fish in Assam consistently outpaced local production, leading to supply gaps.
- Limited availability of organized aquaculture services, technical advisory, and quality inputs for farmers.
- Inadequate access to structured entrepreneurship models and institutional support in the fisheries sector.

Solution

- Undertook MANAGE Agri-Clinics and Agri-Business Centres (AC&ABC) training to acquire technical and entrepreneurial competencies.
- Established an integrated aquaculture enterprise combining fish production with advisory and input support services.
- Expanded operations through preparation of a Detailed Project Report (DPR) and mobilization of institutional finance.

Business Model

- Operates an integrated fish farming and aquaculture consultancy enterprise in Kamrup district.
- Provides end-to-end services including seed/fingerling supply, feed, health care inputs, water quality testing, and disease management.
- Delivers training and extension services to over 200 farmers across 60 villages, strengthening local aquaculture capacity.
- Generates revenue through a diversified model comprising fish production, consultancy services, and input supply.



102 Pearl Prince of Uttar Pradesh

Annual Turnover	Employment Generated
₹10 - 20 lakhs	07

Recognized as a progressive fish farmer by the Department of Fisheries, Uttar Pradesh

Mr. Balmukund Gupta

Gupta AgriClinics and AgriBusiness Centers
Varanasi, Uttar Pradesh

8189004136

Freshwater Pearl Culture

Problem

- Freshwater pearl culture remained largely unexplored due to limited awareness and exposure.
- Pond resources were underutilized, as farmers primarily depended on conventional fish farming practices.
- Inadequate access to technical training and institutional support constrained diversification into high-value aquaculture activities.

Solution

- Acquired technical knowledge in freshwater pearl culture through structured training programmes conducted by the Department of Fisheries, Varanasi.
- Integrated pearl culture into existing fish farming systems by introducing endemic mussels suitable for local conditions.
- Disseminated the technology through farmer training programmes and field-level demonstrations in collaboration with the Fisheries Department.

Business Model

- Practices integrated aquaculture system is practiced on 1.02 ha, combining fish farming with freshwater pearl culture.
- Multiple species, including Indian Major Carps, exotic carps, freshwater prawns, and pearl-producing mussels, are cultured to optimize resource utilization.
- Generates revenue through fish production, pearl cultivation, and advisory services, ensuring a sustainable income model.



Annual Turnover	Employment Generated
₹15 lakhs	50

Dr. Kabya Jyoti Bora
ALPED (Association for Livelihood Promotion and Entrepreneurship Development)
Guwahati, Assam
9864071130

Waste – to - Wealth

Established a sustainable livelihood model by converting an **invasive aquatic weed into value-added products.**

Problem

- Water hyacinth (*Eichhornia crassipes*) was widely regarded as an invasive aquatic weed, causing ecological and management challenges in Assam.
- Women in the region had limited access to sustainable livelihood opportunities and income-generating activities.
- Lack of skill development, organized training, and market linkages restricted utilization of locally available natural resources.

Solution

- Acquired technical and entrepreneurial skills through Agri-Clinics and Agri-Business Centres (AC&ABC) training at ISAP, Guwahati.
- Established ALPED as an institutional platform to promote livelihood generation through water hyacinth-based handicrafts.
- Conducted structured training programmes for rural women, with financial and technical support from NEDFi, enabling skill development and enterprise creation.

Business Model

- Operates a livelihood-based enterprise focused on converting water hyacinth into eco-friendly handicraft products.
- Facilitates production of value-added products such as bags, folders, flower vases, and decorative items using locally available raw materials.
- Strengthens market linkages through collaboration with NEDFi, enabling product marketing via 'NEDFi Haat', exhibitions, and retail platforms.



104 Pengba Conservator of Manipur

Annual Turnover	Employment Generated
₹1.25 crores	100

Benefited over **1,000 farmers across 15 villages** and enhanced fish production through large-scale seed distribution and training initiatives.

Mr. Soibam Suruchandra Singh

High Tech Integrated Fish Farming Society
Manipur

9856082269

Integrated Fish Farming

Problem

- The indigenous fish species Pengba (*Osteobrama belangeri*), recognized as the state fish of Manipur, was facing a severe decline and risk of extinction.
- Limited availability of quality seed and scientific breeding practices restricted the propagation of Pengba among fish farmers.
- Traditional fish farming practices resulted in low productivity and limited income generation for rural farmers

Solution

- Strengthened technical and entrepreneurial competencies through Agri-Clinics and Agri-Business Centres (AC&ABC) training at the Institute of Cooperative Management, Imphal.
- Adopted scientific semi-intensive composite fish culture by integrating Pengba with compatible freshwater species.
- Undertook breeding, propagation, and distribution of disease-free Pengba seed to support conservation and farmer adoption.

Business Model

- Operates an integrated organic fish farming system combining aquaculture with piggery and dairy farming.
- Produces and supplies disease-free Pengba fingerlings and carp seed to fish farmers across multiple districts.
- Provides consultancy as pond design services, and technical guidance on pre and post stocking management.

Annual Turnover	Employment Generated
₹20 - 30 lakhs	14

Established a large-scale ICT-enabled aquaculture advisory system benefiting over **2,000 farmers across 35,000 acres** in multiple states.

Mr. Shaik Akbar Ali

Information and Inputs for Sustainable Aquaculture (IIFSA)
West Godavari, Andhra Pradesh
9000948599
https://iifsaoffice.in/

Fisheries Extension Services

Problem

- Limited access to real-time technical advisory and diagnostic services for aquaculture farmers across regions.
- Inadequate monitoring of water quality and disease management resulted in production losses.
- Lack of organized extension systems and digital tools for improving farm-level decision-making.

Solution

- Acquired technical and entrepreneurial skills through Agri-Clinics and Agri-Business Centres (AC&ABC) training at Bojja Venkata Reddy Agricultural Foundation, Nandyal.
- Established an aquaculture consultancy firm (IIFSA) to provide integrated advisory and laboratory-based diagnostic services.
- Developed ICT-enabled extension services, including Tele Aqua Software and real-time advisory systems, to support farmers with timely technical guidance.

Business Model

- Operates a consultancy-based aquaculture enterprise providing "Pond-to-Lab-to-Pond" diagnostic and advisory services.
- Offers services including water quality testing, disease diagnosis, input supply, and farm management advisory and generates revenue through them.
- Covers over 2,000 farmers across 50+ villages spanning Andhra Pradesh, Karnataka, and Odisha.

106 The Aqua Queen of Kerala

Annual Turnover	Employment Generated
₹20 - 30 lakhs	08

Recipient of **Karshaka Mithram Award** (2017), **Karshika Rathnam Award** (2018), **Haritha Matsya Rani Puraskaram** (2022) , and **Outstanding Fisheries Entrepreneur** (2024 & 2025).

Dr. Akhilamole M.A

Navaratna Matsya Sevana Kendram
Thrissur, Kerala

9287924215

https://nrmsk.com/

Aquaculture Consultancy

Problem

- Fish farmers in kerala faced limited access to reliable technical guidance, quality inputs, and diagnostic services.
- Frequent disease outbreaks, poor water quality, and lack of scientific management reduced productivity.
- Inadequate market linkages and high input costs constrained profitability of aquaculture enterprises.

Solution

- Acquired technical and entrepreneurial competencies through Agri-Clinics and Agri-Business Centres (AC&ABC) training at MANAGE.
- Established service-based aquaculture enterprises including consultancy services, hatchery units, and aqua laboratory facilities.
- Developed integrated aquaculture systems and ICT-supported advisory services to provide end-to-end support for fish farmers.

Business Model

- Operates Navaratna Matsya Sevana Kendram providing comprehensive aquaculture services including consultancy, diagnostics, and input supply.
- Manages hatchery, seed production, aqua lab, feed unit, cage culture, and integrated farming systems across multiple units.
- Generates revenue through consultancy services, seed production, feed supply, laboratory services, and market linkage facilitation.

Annual Turnover	Employment Generated
₹40 - 50 lakhs	30

Established a fish fingerling production unit with a capacity to supply quality seed across **25 villages in Assam.**

Mr. Ranjan Shaw

Fish Fingerling Production Unit Pacharia, Assam
Fish Seed Production & Supply

9435017530

Finfish Hatchery

Problem

- High demand for quality fish fingerlings in Assam with limited local production capacity.
- Lack of technical expertise and scientific knowledge in fish seed production among entrepreneurs.
- Operational challenges such as pond siltation affected productivity and sustainability of fish farming units.

Solution

- Acquired technical knowledge in fish fingerling production through AC&ABC training.
- Established fish fingerling rearing ponds on 2 hectares of land to produce quality seed for local farmers.
- Addressed production challenges such as pond siltation by adopting improved pond management and scientific practices.

Business Model

- Runs a fish fingerling production enterprise supplying quality seed to farmers across 25 villages.
- Produces and distributes healthy fingerlings to support fish farming activities in the region.
- Applies scientific pond management practices to ensure consistent production and survival rates.
- Earns revenue through sale of fish seed while strengthening local aquaculture development.



The Spirulina Star

Annual Turnover	Employment Generated
₹8 - 10 lakhs	04

Benefited over **80 farmers across 10 villages** through supply and training on Spirulina cultivation.

Mr. R. Balamurugan

Pamban Spirulina Farm
Cuddalore, Tamil Nadu
Spirulina Production & Supply

9047536303

Live Feed Culture

Problem

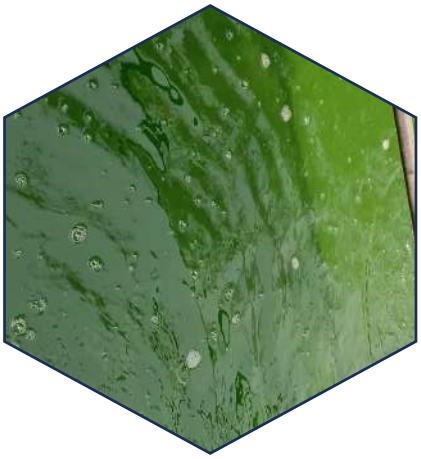
- Limited awareness and adoption of Spirulina cultivation despite its high nutritional and commercial potential.
- Lack of locally available production units for Spirulina-based health supplements and aquaculture feed.
- Inadequate technical knowledge and infrastructure for safe and contamination-free Spirulina production.

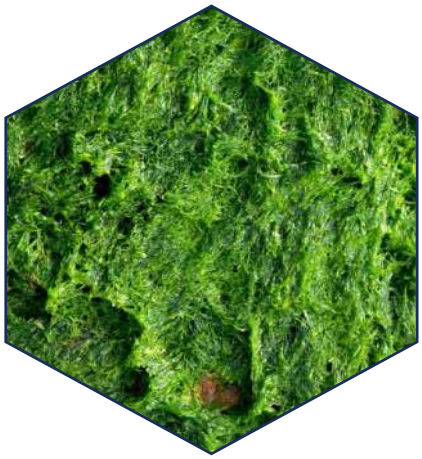
Solution

- Built technical and entrepreneurial skills through Agri-Clinics and Agri-Business Centres (AC&ABC) training
- Developed interest in Spirulina cultivation after exposure visits and hands-on training, and took the initiative to start production on a small scale using own investment.
- Expanded the unit by setting up improved cultivation systems, including cement tanks and water purification, to ensure safe and quality production of Spirulina.

Business Model

- Operates a Spirulina production enterprise supplying nutritional supplements and feed inputs.
- Processes Spirulina through standardized stages including harvesting, filtering, extrusion, and drying to maintain quality.
- Supplies Spirulina powder to aquaculture farms, including shrimp and fish farms, as a high-value feed input and generates profit through it.





Annual Turnover	Employment Generated
₹10 - 20 lakhs	07

Conducted over 400 training programmes across multiple states, and won over **100+ awards for innovation** in pearl farming.

Mr. Ashok Manwani
Founder
Indian Pearl Culture
Maharashtra Freshwater
Pearl Culture & Training
9271282561
https://indianpearlculture.com/

Freshwater Pearl Culture and Training

Problem

- Freshwater pearl culture remained largely unknown and underutilized among inland farmers in India.
- Existing pearl farming techniques were complex, costly, and not easily adoptable at the farmer level.
- Lack of training, awareness, and practical exposure limited adoption of pearl culture across regions.

Solution

- Built expertise in freshwater pearl culture through continuous experimentation, field trials, and formal training.
- Developed simple, low-cost tools and techniques to make pearl cultivation practical and accessible for farmers.
- Promoted pearl culture across the country by conducting large-scale training programmes, workshops, and awareness campaigns.

Business Model

- Runs a pearl culture enterprise focusing on mussel-based pearl production in freshwater systems.
- Produces designer pearls and value-added products such as jewellery and handicrafts.
- Conducts training programmes and consultancy services for farmers, institutions, and government agencies.
- Generates income through pearl production, training services, and technology dissemination.



110 The Women Aquapreneur of Chhattisgarh

Annual Turnover	Employment Generated
₹10 lakhs	06

Established herself as a **role model for rural women,** promoting fish farming as a sustainable source of income and livelihood.

Ms. Vithika Halder

Halder Fish Farm
Kanker, Chhattisgarh
9424213291

Aquaculture Consultancy

Problem

- Limited livelihood opportunities available for women, especially those dependent on agricultural labour.
- Lack of access to quality fish seed and technical knowledge affected the growth and expansion of aquaculture in the region.

Solution

- Built technical knowledge in fish farming through Agri-Clinics and Agri-Business Centres (AC&ABC) training at ISAP, Raipur.
- Took the initiative to start fish farming by preparing a family-owned pond and sourcing fingerlings on credit from local suppliers.
- Introduced composite fish culture with Rohu, Catla, and Mrigal, utilizing available resources to begin production at a small scale.

Business Model

- Runs a small-scale fish farming enterprise focused on production of Indian Major Carps.
- Cultivates Rohu, Catla, and Mrigal in pond-based systems suited to local conditions.
- Generates income through sale of fish and provides consultancy and training to youths and fellow farmers in the region.



Annual Turnover	Employment Generated
₹80 – 90 lakhs	10

Benefited over **500 farming families** by improving disease management and enhancing shrimp production outcomes.

Mrs. K. Nirmala

NK Marine PCR Lab
Villupuram, Tamil Nadu

9940305953

Aquaculture Diagnostics

Problem

- Shrimp farmers faced significant losses due to viral and bacterial diseases in seed and culture systems.
- Lack of reliable diagnostic facilities for early detection of diseases affected hatchery success and farm productivity.
- Limited access to scientific advisory services for disease management and input application.

Solution

- Built technical expertise in aquaculture diagnostics through Agri-Clinics and Agri-Business Centres (AC&ABC) training at CARE, Namakkal.
- Established NK Marine PCR Lab with initial investment to provide certified shrimp seed testing services.
- Expanded services by offering disease diagnosis, water analysis, and advisory support including probiotics and treatment solutions.

Business Model

- Runs a PCR-based diagnostic laboratory approved by the Marine Products Export Development Authority (MPEDA).
- Provides shrimp seed testing, disease diagnosis, and technical advisory services to aquaculture farmers.
- Supports farmers with recommendations on probiotics, chemicals, and disease management practices.
- Generates revenue through laboratory testing services, consultancy, and aquaculture health management solutions.

112 Fish Seeder of Maharashtra

Annual Turnover	Employment Generated
₹25 lakhs	10

Benefited over **1,000 farmers** by ensuring timely availability of quality fingerlings and reducing transport-related losses.

Mr. Shyamal Mahendra Jaware

Jaware Fish Seed Farm
Jalgaon, Maharashtra

7057863622

Finfish Hatchery and Training Center

Problem

- Fish farmers in Jalgaon district depended on distant states for fish seed, leading to high transportation costs and delays.
- High mortality of fingerlings during long-distance transport resulted in economic losses to farmers.
- Lack of local hatchery infrastructure limited availability of quality fish seed in the region.

Solution

- Identified the need for local fish seed production and planned a hatchery project to address supply gaps.
- Established a large-capacity fish hatchery unit on barren land by mobilizing own investment and institutional finance.
- Promoted local availability of fingerlings and reduced dependency on external sources by supplying quality seed to farmers.

Business Model

- Operates a fish hatchery and training center with high-capacity water storage and breeding infrastructure.
- Produces and supplies Indian Major Carp (IMC) fingerlings to farmers across Maharashtra.
- Provides training and technical guidance to fish farmers for improving aquaculture practices, generates revenue through sale of fish seed and capacity-building services.

Annual Turnover	Employment Generated
₹9 lakhs	03

Introduced **hygienic solar drying** practices in the region

Mr. Santosh Shekhar Mandavkar
Ratnagiri, Maharashtra
9405709693

Fisheries Value Addition

Problem

- Traditional open drying of fish resulted in poor hygiene and contamination due to insects and environmental exposure.
- Lack of improved processing techniques reduced the quality and market value of dried fish products.
- Limited access to low-cost technologies for hygienic fish processing affected income potential of small producers.

Solution

- Built entrepreneurial and marketing skills through training at Shriram Gramin Sanshodhan Va Vikas Pratishthan (SGSVVP), Ratnagiri.
- Set up a solar tunnel dryer with initial investment to enable hygienic and controlled drying of fish.
- Improved product quality by adopting enclosed drying systems, reducing contamination and enhancing shelf life.

Business Model

- Runs a solar fish drying unit producing hygienically processed dried fish products.
- Processes and markets dried fish in local markets, with plans to expand into shrimp, prawns, and marine fish drying.
- Generates income through value addition and sale of processed fish products, to the local market.

114 The Carp Man of Tamil Nadu

Annual Turnover	Employment Generated
₹30 lakhs	10

Benefited over **300 farmers across 10 villages** by ensuring access to quality fish seed and technical guidance.

Mr. Balasubramanian U.

Shubham Fish Hatchery
Thiruvarur, Tamil Nadu
9943516051

Finfish Hatchery

Problem

- Limited availability of quality carp fingerlings in the local region affected fish farming expansion.
- Dependence on traditional agriculture restricted income opportunities for farmers.
- Lack of technical knowledge and demonstration models for hatchery-based aquaculture enterprises.

Solution

- Built technical and entrepreneurial skills through Agri-Clinics and Agri-Business Centres (AC&ABC) training at National Agro Foundation.
- Took the initiative to convert paddy land into fish ponds and started fish hatchery operations on 0.5 ha area.
- Expanded activities by producing and supplying carp fingerlings and offering advisory support to local farmers.

Business Model

- Runs a fish hatchery specializing in breeding and rearing of Indian Major Carp fingerlings.
- Produces and supplies quality seed to farmers across 10 villages, supporting local aquaculture development.
- Provides consultancy services and technical guidance on fish farming practices, in the region.
- Generates income through fingerling sales and advisory services while planning expansion into integrated farming system



Annual Turnover	Employment Generated
₹10 lakhs	05

Recognized as the Progressive Fish Farmer, by Department of Fisheries, Maharashtra

Mr. Vinod Baburao Sawant

Prashik Aqua
Ratnagiri, Maharashtra

9503995599

Ornamental Fish Farming

- Limited livelihood opportunities available for rural youth in fisheries beyond conventional food fish farming.
- Lack of awareness and technical knowledge on ornamental fish breeding and management, affected its expansion.
- Inadequate availability of locally produced ornamental fish for aquarium markets.

Solution

- Built technical knowledge in ornamental fish breeding through Agri-Clinics and Agri-Business Centres (AC&ABC) training at SGSVVP, Ratnagiri.
- Started ornamental fish hatchery with small investment, focusing on breeding species such as Gourami and Fighter fish.
- Adopted scientific practices including bio-filtration, live feed management, and controlled breeding to improve survival and quality.

Business Model

- Runs a small-scale ornamental fish hatchery producing various aquarium fish species.
- Breeds and supplies ornamental fishes such as Gourami and Fighter fish to local markets.
- Maintains water quality using bio-filters and specialized feeding practices for broodstock and larvae.
- Generates income through sale of ornamental fish and training to the local fish farmers and youth.



Annual Turnover	Employment Generated
₹20 lakhs	07

Benefited over **150 farmers across 10 villages** by promoting adoption of fish farming practices.

Mr. Sanjay Ramdasji Sonkusare

Sonkusare Fisheries
Gadchiroli, Maharashtra
9423565241

Freshwater Aquaculture

Problem

- Limited awareness and acceptance of fish farming as a viable alternative to traditional paddy cultivation.
- Underutilization of farm resources and lack of integrated farming practices among rural farmers.

Solution

- Built technical and entrepreneurial skills through Agri-Clinics and Agri-Business Centres (AC&ABC) training at Krishna Valley Advanced Agricultural Foundation, Nagpur.
- Took the initiative to convert paddy land into a fish pond and started fish farming using available farm resources.
- Integrated livestock waste into fish culture as natural feed and manure, reducing input costs and improving productivity.

Business Model

- Runs an integrated aquaculture enterprise combining fish farming with livestock-based nutrient recycling.
- Cultivates Indian Major Carps and catfish using low-input systems supported by organic waste from livestock.
- Expands production through progressive stocking strategies and efficient pond utilization.
- Generates income through fish sales while promoting cost-effective and sustainable farming practices among local farmers.

Annual Turnover	Employment Generated
₹15 lakhs	06

Established a **model fish farm** for training in scientific carp culture in the region.

Mr. Madan Pal

Sona Fish Farm
Baghpat, Uttar Pradesh
8057434885

Freshwater Aquaculture

Problem

- Traditional fish farming practices in the region resulted in suboptimal productivity and low economic returns.
- Inadequate adoption of scientific aquaculture practices and improved management techniques constrained production efficiency.
- Limited awareness and implementation of composite fish culture systems among farmers restricted diversification and income enhancement.

Solution

- Strengthened technical and entrepreneurial competencies through Agri-Clinics and Agri-Business Centres (AC&ABC) training at CARD, Muzaffarnagar.
- Adopted scientific composite carp culture practices with improved stocking density, feeding management, and culture techniques.
- Enhanced pond management practices through better broodstock handling, regulated feeding, and utilization of eco-hatchery systems.

Business Model

- Operates a carp-based aquaculture enterprise utilizing multiple ponds with planned stocking and harvesting cycles.
- Cultivates Indian Major Carps and compatible exotic species to optimize productivity and resource utilization.
- Implements scientific aquaculture practices including seasonal stocking, feed management, and water quality control.
- Generates income through fish production and advisory services, while promoting adoption of improved aquaculture practices in the region.



Annual Turnover	Employment Generated
₹20-30 lakhs	11

Expanded operations to serve over **3,000 farmers across 20 villages**, strengthening local fish production and market access.

Mr. Pradeep Kumar Upadhyay

Pradeep Kumar Farms
Siddharthnagar, Uttar Pradesh
8052129691

Fish Marketing & Consultancy

Problem

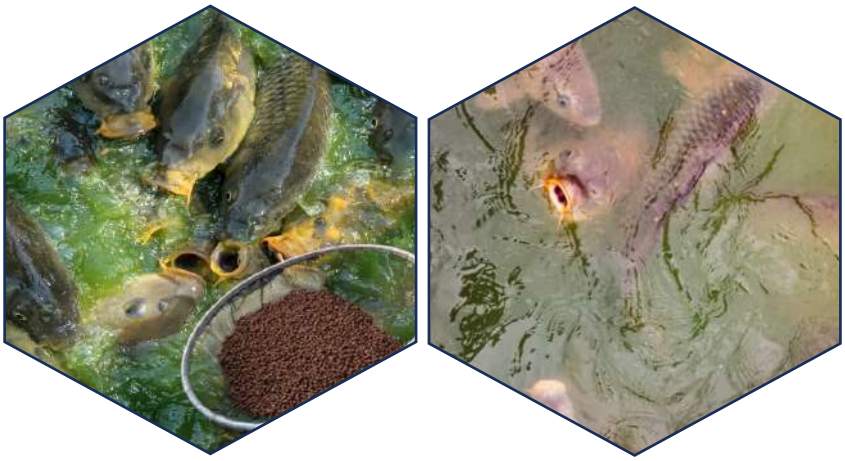
- Limited availability of organized fish production and market linkages in rural areas constrained income opportunities.
- Delays in accessing institutional finance restricted the timely establishment of aquaculture enterprises.
- Inadequate extension support and technical guidance limited adoption of improved fish farming practices.

Solution

- Strengthened technical and entrepreneurial capabilities through Agri-Clinics and Agri-Business Centres (AC&ABC) training at JARDS, Gorakhpur.
- Initiated a fish farming enterprise using own capital, overcoming financial constraints during the initial phase.
- Integrated fish production with marketing and extension services to improve outreach and ensure business sustainability.

Business Model

- Operates a fish production and marketing enterprise focused on rearing and sale of fish.
- Procures quality fish seed from regional fisheries institutes to maintain consistency in production.
- Provides consultancy and extension services to farmers, promoting adoption of scientific aquaculture practices.
- Generates revenue through fish sales, market linkages, and advisory services across multiple villages.



Annual Turnover	Employment Generated
₹6 lakhs	05

Promoted adoption over 430 **farmers across 25 villages** with technical guidance and unit establishment.

Mr. Chaman Kumar

Shobhendra Biofloc
Ranchi, Jharkhand
7667434133

Biofloc Consultancy

Problem

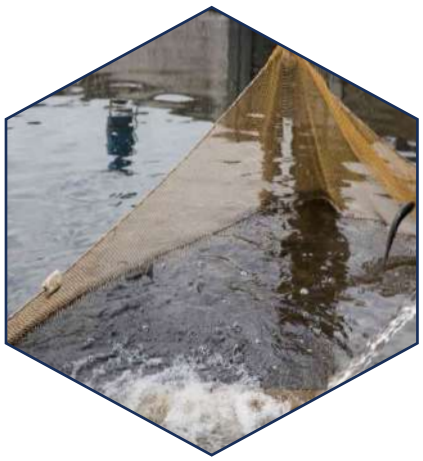
- Limited awareness and technical knowledge on Biofloc technology among farmers restricted its adoption.
- Lack of access to reliable guidance and support systems for establishing Biofloc units.
- Farmers faced challenges in implementing cost-effective and sustainable aquaculture practices.

Solution

- Built technical expertise in Biofloc aquaculture through Agri-Clinics and Agri-Business Centres (AC&ABC) training at MASS, Ranchi.
- Took the initiative to establish a Biofloc-based enterprise and provide consultancy services to interested farmers.
- Extended end-to-end support including unit setup, technical guidance, and continuous advisory services both on-site and remotely.

Business Model

- Operates a consultancy-driven aquaculture enterprise focused on Biofloc technology.
- Provides services including design and establishment of Biofloc units, technical training, and cycle-based advisory support.
- Offers continuous guidance through field visits and remote consultation to ensure successful adoption.
- Generates revenue through consultancy charges, unit installation services, and technical support across multiple villages.



120 Emerging Aquapreneur of Uttar Pradesh

Annual Turnover	Employment Generated
₹7 lakhs	03

Established strong market linkages **across 9 villages, supporting around 380 farmers** through fish supply and advisory services.

Mr. Vaibhav Singh

Inland Fish Farmer
Lucknow, Uttar Pradesh

8090371504

Freshwater Aquaculture

Problem

- Limited access to initial capital and infrastructure posed challenges in establishing a commercial fish farming enterprise.
- Early-stage production issues, including fingerling mortality, affected farm performance.
- Lack of field-level experience in scientific aquaculture practices constrained operational efficiency.

Solution

- Strengthened technical and entrepreneurial competencies through Agri-Clinics and Agri-Business Centres (AC&ABC) training at ICCMRT, Lucknow.
- Initiated the enterprise with own investment and subsequently expanded operations through institutional credit support.
- Improved production efficiency by adopting scientific management practices and utilizing technical guidance to address operational challenges.

Business Model

- Operates a pond-based fish farming enterprise with structured production and harvesting cycles.
- Supplies fish to local markets across Lucknow, ensuring consistent market linkage and sales.
- Utilizes essential infrastructure, including bore-well systems and fishing equipment, to support efficient farm operations.
- Generates steady income through regular fish production and market-oriented sales.

Annual Turnover	Employment Generated
₹5 lakhs	08

Established a farmer-led extension model, creating a cascading training network benefiting over **2,000 farmers across 7 districts.**

Mr. Obaidullah Ehrar
Star Fisheries
Ranchi, Jharkhand
6201509434

Freshwater Aquaculture and Training

Problem

- Traditional fish farming practices limited productivity and income potential in rural areas.
- Lack of awareness and technical knowledge restricted adoption of improved aquaculture practices.
- Absence of structured farmer training and knowledge dissemination systems slowed sectoral growth.

Solution

- Strengthened technical and entrepreneurial competencies through Agri-Clinics and Agri-Business Centres (AC&ABC) training at MASS, Ranchi.
- Transitioned from traditional fish farming to improved culture practices with better species management and production techniques.
- Promoted knowledge dissemination through structured training sessions and farmer-to-farmer extension approach.

Business Model

- Operates a fish production and marketing enterprise cultivating Indian Major Carps such as Rohu, Catla, and Mrigal.
- Provides training, consultancy, and extension services to farmers through organized Technology Transfer (ToT) programmes.
- Develops a cascading knowledge model where trained farmers further train others, expanding outreach across regions.
- Generates income through fish production, farmer training programmes, and consultancy services.



122 Aqua Input Supply Champion

Annual Turnover	Employment Generated
₹45 lakhs	04

Established a reliable aqua-input supply network catering to **50 farmers across 4 villages**, ensuring timely access to quality feeds and medicines.

Mr. Chandra Kiran Ravuri

Ratna Traders
Krishna District,
Andhra Pradesh

7981166366

Fisheries Inputs and Supplements

Problem

- Limited access to quality aqua-feeds and health inputs affected productivity and profitability of fish farmers.
- Lack of reliable technical guidance on feed management and disease control practices.
- Dependence on inconsistent input supply chains created challenges for farmers in maintaining production efficiency.

Solution

- Strengthened technical and entrepreneurial capabilities through Agri-Clinics and Agri-Business Centres (AC&ABC) training at CED, Krishna.
- Expanded the family-run enterprise by ensuring consistent availability of quality aqua-feeds and medicines from reputed brands.
- Supported farmers with advisory services on feed usage, probiotics, and improved aquaculture practices.

Business Model

- Operates an input supply-based aquaculture enterprise providing aqua-feeds and medicines to farmers.
- Distributes products from established brands while ensuring quality and reliability of inputs.
- Provides consultancy services on feed management, disease prevention, and farm practices.
- Generates revenue through input sales and advisory support services across local aquaculture clusters.

Annual Turnover	Employment Generated
₹30-40 lakhs	20

Recipient of national recognitions including **Bharat Seva Ratna Award** (2021) and **Rashtriya Samaj Seva Ratna Award** (2020) for contributions to aquaculture and rural development.

Dr. Mahidhar Bolem

Marsco Nutraceuticals Pvt. Ltd.
Hyderabad, Telangana

809977888

https://marsco.in/

Fisheries Inputs and Supplements

Problem

- Significant gap between aquaculture production potential and actual productivity due to limited adoption of scientific practices.
- Inadequate access to quality inputs, advisory services, and organized support systems for fish and shrimp farmers.
- Lack of integrated ecosystem linking input supply, diagnostics, training, and market-oriented services

Solution

- Built integrated aquaculture enterprises focusing on feed supplements, probiotics, diagnostics, and advisory services.
- Strengthened farmer outreach through Aqua Clinics, ICT-enabled advisory services, and structured training programmes.
- Promoted scientific aquaculture practices through capacity building, technology dissemination, and industry collaboration.

Business Model

- Operates a multi-vertical aquaculture enterprise covering feed supplements, nutraceuticals, aqua clinics, and consultancy services.
- Provides end-to-end solutions including input supply, fish health management, diagnostics, and farmer advisory services.
- Generates revenue through product sales, consultancy services, training programmes, and industry partnerships.

124 Biofloc Builder of Maharashtra

Annual Turnover	Employment Generated
₹20 lakhs	02

Supported **100–200 farmers across 8–10 villages** through unit establishment and advisory services, promoting the adoption of sustainable aquaculture practices.

Mr. Vishwajeet Shamrao Bhosale

Om Biofloc Fish Farming
Solapur, Maharashtra

9657402221

Biofloc Aquaculture

Problem

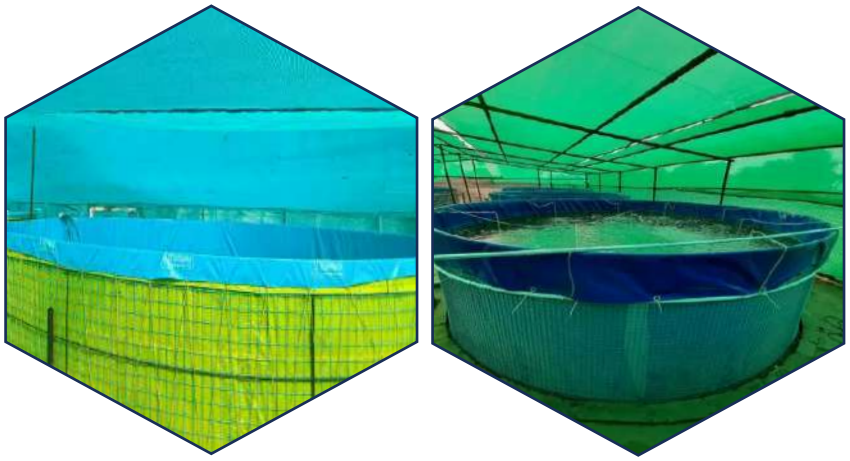
- Limited awareness and technical understanding of Biofloc technology among farmers restricted its adoption.
- Lack of reliable guidance and support systems for establishing and managing Biofloc units.
- Farmers faced challenges in adopting cost-effective and sustainable aquaculture practices.

Solution

- Strengthened technical and entrepreneurial capabilities through Agri-Clinics and Agri-Business Centres (AC&ABC) training.
- Took the initiative to establish a Biofloc-based enterprise with initial investment and institutional credit support.
- Provided end-to-end services including unit establishment, technical guidance, and continuous advisory support to farmers.

Business Model

- Operates a consultancy-driven aquaculture enterprise focused on Biofloc technology.
- Provides services including design, installation, and management support of Biofloc units for farmers.
- Offers cycle-based consultancy and remote advisory services to ensure successful adoption and performance.
- Generates revenue through consultancy services, unit establishment, and technical support across multiple villages.



Annual Turnover	Employment Generated
₹30 lakhs	10

Established **(private RAS-based trout)** farming in Jammu & Kashmir.

Ms. Hina Parray

Hina Valley Trout Farm
Pulwama, Jammu & Kashmir

7006041036

Coldwater Aquaculture

Problem

- Traditional trout farming in Kashmir depends heavily on natural water bodies, limiting scalability and production control.
- High water requirements and environmental dependency restrict expansion of aquaculture in hilly regions.
- Limited awareness and adoption of advanced aquaculture technologies among rural youth.

Solution

- Established a modern trout farming unit using Recirculatory Aquaculture System (RAS) technology for efficient water use and controlled production.
- Secured support under Pradhan Mantri Matsya Sampada Yojana (PMMSY) to develop infrastructure and scale operations.
- Designed a high-capacity system comprising circular tanks with water recirculation, enabling sustainable and high-quality fish production.

Business Model

- Operates a high-tech trout farming enterprise under the brand "Valley Trout", focusing on premium fish production.
- Utilizes RAS technology with multiple circular tanks for efficient and controlled aquaculture.
- Markets produce through direct sales and digital platforms, including social media-based order systems and targets high-value markets with quality rainbow trout production.

The National Institute of Agricultural Extension Management (MANAGE), Hyderabad, is an autonomous organization under the Ministry of Agriculture and Farmers Welfare, Government of India. Established in 1987, MANAGE serves as a premier national institute dedicated to capacity building, policy advocacy, and strengthening agricultural extension systems in the country. The institute plays a pivotal role in developing human resources, promoting agri-entrepreneurship, market-led extension, and the integration of modern technologies in agriculture and allied sectors. Its core mandate is to build competencies among extension professionals, agripreneurs, and other stakeholders through need-based training, academic programs, and knowledge-sharing platforms. Through its various initiatives and partnerships, MANAGE contributes to improving farm productivity, enhancing farmers' income, strengthening the overall agricultural ecosystem, and advancing sustainable and inclusive growth in the sector.

www.manage.gov.in

Inspiring Indian Aquapreneurs

Inspiring Indian Aquapreneurs presents a diverse collection of success stories of aquaculture entrepreneurs across India, showcasing innovations, enterprise models, and transformative journeys spanning multiple states, union territories, and production systems. As India is emerging as one of the world's leading fish-producing nations with rapid growth in terms of both culture and capture fisheries, this compilation highlights the pivotal role of aquapreneurship in driving productivity, employment, and rural economic development. The book captures a wide spectrum of ventures from fish farming, hatcheries, advanced culture systems, value addition, input supply, and technology-driven enterprises, reflecting the dynamic and evolving nature of the sector. These case studies serve as practical learning resources, demonstrating how innovation, institutional support, and entrepreneurial vision are shaping the future of fisheries and aquaculture in India.

MANAGE - Fisheries Innovation and Startup Hub (MANAGE-FISHub)

MANAGE-Fisheries Innovation and Startup Hub (MANAGE-FISHub) is a national-level incubation platform hosted at the National Institute of Agricultural Extension Management (MANAGE). Established in 2025 with the support of the Department of Fisheries (DoF), Ministry of Fisheries, Animal Husbandry and Dairying (MoFAHD), Government of India, to strengthen the fisheries and aquaculture sector through entrepreneurship, technology adoption, and ecosystem development. The core objective of MANAGE-FISHub is to support aspiring aquapreneurs and startups by providing incubation, capacity building, mentoring, and facilitating access to technology, finance, and market linkages across the fisheries value chain. The initiative promotes technology-driven enterprises, strengthens the startup ecosystem, and enables sustainable and scalable aquaculture ventures. These efforts contribute to employment generation, value addition, and the overall growth of the fisheries startup ecosystem, while supporting the vision of the Blue Economy in the country. This publication presents success stories of aquapreneurs emerging from such ecosystems, highlighting their role in driving innovation and enterprise in fisheries. (https://www.manage.gov.in/managefishub/)

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