



भारत सरकार
GOVERNMENT OF INDIA
मत्स्यपालन विभाग
Department of Fisheries



MANAGE-FISHub

Fisheries Entrepreneurship Development Programme (FEDP)

AQUA YUVA

Entrepreneurship Orientation Programme for Fisheries Students

In collaboration with



**Maharashtra Animal and Fishery
Sciences University (MAFSU)**



06-07 July, 2026



**College of Fishery Science
MAFSU, Nagpur, Maharashtra**





MANAGE

The National Institute of Agricultural Extension Management (MANAGE), an autonomous organisation under the Ministry of Agriculture and Farmers Welfare, Government of India is an apex body for Agricultural Extension Management in India. MANAGE offers services like Capacity building, Management Education, Piloting and Implementing Flagship National Schemes, Consultancy, Research, Knowledge Management and Policy Advocacy in Agricultural Extension Management (<https://www.manage.gov.in>).

MANAGE-FISHub

MANAGE-Fisheries Innovation and Startup Hub (MANAGE-FISHub) is a national-level incubation and innovation platform established at the National Institute of Agricultural Extension Management (MANAGE), Hyderabad, in 2025 with the support of the Department of Fisheries (DoF), Ministry of Fisheries, Animal Husbandry and Dairying (MoFAHD), Government of India. MANAGE-FISHub aims to transform India's fisheries and aquaculture sector through innovation, entrepreneurship, and ecosystem development by mentoring and promoting fisheries startups, creating employment and entrepreneurial opportunities aligned with national priorities, and enabling the rapid commercialization of technologies emerging from research, academia, and individual innovators. (<https://www.manage.gov.in/managefishub/>)

Our programs



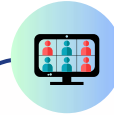
MANAGE-FISHub
Pre-Incubation
Program



MANAGE-FISHub
Incubation
Program



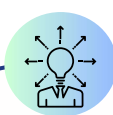
MANAGE
Aqua Eureka
Program



MANAGE-FISHub
Fortnightly
Friday (F3)
Webinars



MANAGE-FISHub
Pre-Incubation
Program



MANAGE-FISHub
AQUAREACH



Fisheries-StartUp &
Aquapreneurship
Stakeholders
Meet



MAFSU

The Maharashtra Animal and Fishery Sciences University was established through the notification dated November 17, 2000 under the State Act No. 1998 (Mah. XVII of 1998) on 3rd December 2000 at Nagpur. The University was carved out of the four Agricultural Universities in the State by transferring five Veterinary Colleges, one Post Graduate Veterinary Institute and one Dairy Technology College. Subsequently, University established two Fishery Colleges, one Dairy Technology College, one Wild Life Research and Training Centre. Our mission is to ensure enlightenment and empowerment of students by imparting advanced knowledge in the fields of animal, dairy and fishery sciences by adopting innovative, efficient and effective strategies.

College of Fishery Science, Nagpur was established on 16th October, 2006 with an aim to create qualified and trained manpower in the field of Fisheries. Our department is providing efficient technical and professional man power for the field of Fishing Technology and Fisheries Engineering. More specifically the college will provide quality education in core and emerging disciplines of fisheries science and will conduct strategic, applied and operational research in fisheries, aquaculture and related science.
<https://www.manage.gov.in/managefishub/MFSSCP.aspx>

Objectives

1

To produce knowledge bearing man power in the field of Veterinary, Animal Science, Dairy Technology & Fishery Science

To develop extension methodologies modules & address policy issues in respect of animal health & productivity, service delivery in the state of Maharashtra.

2

3

To play a role of think tank for the department of animal husbandry, dairy development & fisheries to assist in policies monitoring and impact analysis.



About the Program

Aqua Yuva is a youth-focused programme aimed at empowering fisheries students and young professionals with knowledge, skills, and exposure to entrepreneurship and aquaculture startups. The programme provides a platform to interact with experts and stakeholders, enabling exchange of ideas and insights.

By bridging the gap between technical education and enterprise development, Aqua Yuva inspires participants towards self-employment and aquapreneurship. The programme nurtures a confident, skilled, and future-ready generation capable of contributing to sustainable fisheries development and the growth of India's blue economy.

Who can attend?

**Fisheries Students
(UG / PG / Ph.D.)**



Registration fees

**₹500 per
participant**





Program Background

The National Institute of Agricultural Extension Management (MANAGE), through its Fisheries Innovation and Startup Hub – MANAGE-FISHub, proposed the Aqua Udyami – Fisheries Entrepreneurship Development Programme in collaboration with Maharashtra Animal and Fishery Sciences University (MAFSU), Nagpur. The programme was successfully conducted on 6th and 7th July 2026 at the College of Fishery Science, MAFSU, Nagpur

The organising team for the programme comprised members from both institutions. From MANAGE, the programme was conducted under the guidance of the Director (Agricultural Extension) and coordinated by the MANAGE-FISHub team. From MAFSU, faculty members of the College of Fishery Science extended support in coordinating logistics, mobilizing students, and facilitating the smooth conduct of the programme

The programme announcement was circulated among Undergraduate students of MAFSU and allied institutions. A Google registration link was created and shared through institutional communication channels and student groups to facilitate online registration and streamline participant management.

The two-day programme schedule was designed to include an inaugural session, followed by technical sessions focusing on fisheries entrepreneurship awareness, startup opportunities in the fisheries sector, identification of business prospects across the fisheries value chain, and development of basic entrepreneurial and business planning skills, concluding with an interactive discussion and valedictory session.





Inagural Session

The Aqua Yuva – Fisheries Entrepreneurship Development Programme was formally inaugurated on July 6th at the College of College of Fishery Science, Maharashtra Animal and Fishery Science University (MAFSU), Nagpur.

The inaugural session began with a Welcome Address by Dr. Prashant Telvekar, Associate Dean, College of Fishery Science, MAFSU. This was followed by an overview of MANAGE-FISHub initiatives and programme objectives delivered by Dr. Nivedha C K Innovation Research Fellow, MANAGE-FISHub, Hyderabad.

The presidential Remarks were delivered by inagural address by Dr. Sachin W. Bonde, Dean, College of Fishery Science who emphasised the valubale thoughts on empowering students with an entrepreneurial mindset and encouraged them to become future leaders in the blue economy.

The session concluded with a Vote of Thanks by Mr. Kishore Kumar, MANAGE-FISHub Intern.

The inauguration set a strong foundation for Aqua Yuva, inspiring students to actively participate in the subsequent technical sessions and entrepreneurial activities.





Day 1

Technical Session

Technical Session 1: Overview of the Indian Fisheries Sector & Entrepreneurship Opportunities

The first technical session was delivered by Dr. Rinkesh N. Wanjari, Lecturer (Guest), College of Fisheries Science (COFS), Nagpur, on the topic "Overview of the Indian Fisheries Sector & Entrepreneurship Opportunities." He provided participants with a comprehensive overview of the Indian fisheries sector, highlighting its significant contribution to food security, nutritional security, rural livelihoods, and the national economy. Dr. Wanjari discussed the rapid growth of the fisheries and aquaculture sectors in India, emerging trends, and the vast scope for entrepreneurship across the fisheries value chain.

The session also explored various business opportunities in fish seed production, aquaculture, ornamental fisheries, fish processing, value addition, input supply, and fisheries-based services. He emphasized the importance of innovation, scientific management practices, technology adoption, and government support in developing successful fisheries enterprises. Encouraging participants to view fisheries as a promising avenue for entrepreneurship, Dr. Wanjari motivated them to leverage the sector's growing potential and contribute to its sustainable development. The interactive session concluded with an engaging discussion, where participants clarified their queries regarding career prospects and entrepreneurial opportunities in the fisheries sector.



"The future of Indian fisheries lies in transforming knowledge into innovation and opportunities into successful enterprises."

***– Dr. Rinkesh N. Wanjari
Lecturer, College of Fisheries Science
(COFS), Nagpur***



Technical Session

Technical Session 2: Fish Processing as a Business

This session was delivered by Mr. Ajay K. Deshpande, Consultant – Food & Fish Processing Sector and Director, Incubation Centre, LIT Nagpur, on the topic "Fish Processing as a Business: From Catch to Consumer." The session focused on the immense potential of fish processing and value addition as profitable entrepreneurial ventures within the fisheries sector. Mr. Deshpande emphasized the importance of adopting scientific processing techniques, maintaining quality standards, and ensuring food safety to enhance the marketability and shelf life of fish and fishery products.

He introduced participants to various value-added products, modern processing technologies, packaging methods, cold chain management, and market opportunities across domestic and international markets. The session also highlighted the role of innovation, branding, and business planning in establishing successful fish processing enterprises. Drawing from his extensive industry experience, Mr. Deshpande encouraged aspiring entrepreneurs to explore processing and value addition as key drivers of income generation and employment creation. The interactive session inspired participants to look beyond primary production and recognize the vast business opportunities available across the fisheries value chain.



"The real value of fisheries is created not at the point of harvest, but through innovation, processing, and delivering quality products to the consumer."

– Mr. Ajay K. Deshpande

Consultant – Food & Fish Processing Sector & Director, Incubation Centre, LIT Nagpur



Technical Session

Technical Session 3: Value Addition in Fisheries – From Catch to Consumer

Dr. Jitendra Kumar Jakhar, Assistant Professor, College of Fisheries, Kawardha, delivered an insightful session on "Value Addition in Fisheries: From Catch to Consumer." He highlighted the importance of value addition in enhancing the quality, marketability, and profitability of fish and fishery products. Emphasizing that value addition extends beyond processing, he explained how it creates greater economic returns, reduces post-harvest losses, and caters to the changing preferences of consumers.

The session covered various value-added fish products, scientific processing techniques, hygienic handling practices, quality assurance measures, innovative packaging solutions, and branding strategies. Dr. Jakhar stressed the importance of maintaining food safety standards and adopting market-driven approaches to increase the competitiveness of fisheries products in both domestic and international markets. He encouraged participants to explore value addition as a promising entrepreneurial opportunity capable of generating higher income, creating employment, and strengthening the fisheries value chain. The session concluded with an interactive discussion, where participants gained practical insights into developing sustainable and profitable fisheries enterprises.



"Value addition transforms fisheries from a primary occupation into a high-value enterprise by creating better products, better markets, and better livelihoods."

– Dr. Jitendra Kumar Jakhar

Assistant Professor, College of Fisheries, Kawardha



Technical Session

Technical Session 4: Motivation Towards Entrepreneurship

Mr. Sameer Pervez, Advisor (Fisheries & Aquaculture) and Former Regional Deputy Commissioner of Fisheries, Government of Maharashtra, delivered an inspiring session on "Motivation Towards Entrepreneurship." Drawing from his extensive experience in the fisheries sector, he motivated participants to view entrepreneurship as a pathway to innovation, self-reliance, and sustainable livelihood creation. He emphasized that success in entrepreneurship is driven by vision, perseverance, continuous learning, and the willingness to embrace challenges.

The session encouraged participants to identify emerging opportunities across the fisheries value chain and to develop an entrepreneurial mindset rather than relying solely on conventional employment. Mr. Pervez shared practical insights from real-life entrepreneurial journeys, highlighting the importance of strategic planning, calculated risk-taking, networking, and effective resource utilization. He also emphasized the role of government support, innovation, and market-oriented approaches in building successful fisheries enterprises. His motivational address inspired participants to transform their ideas into viable business ventures and contribute to the growth of India's fisheries sector.



"Value addition transforms fisheries from a primary occupation into a high-value enterprise by creating better products, better markets, and better livelihoods."

– Dr. Jitendra Kumar Jakhar

Assistant Professor, College of Fisheries, Kawardha



Technical Session

Technical Session 5: Identifying Fisheries Business Opportunities – From Idea to Enterprise

Mr. Shubham Komrewar, Assistant Commissioner, Department of Fisheries, delivered an informative session on "Identifying Fisheries Business Opportunities: From Idea to Enterprise." The session focused on helping participants recognize the diverse entrepreneurial opportunities available across the fisheries value chain and understand the process of converting innovative ideas into sustainable enterprises. He highlighted the growing scope for businesses in aquaculture, ornamental fisheries, fish seed production, feed manufacturing, fish processing, value addition, marketing, and allied sectors.

Mr. Komrewar emphasized the importance of identifying market needs, conducting feasibility assessments, and developing well-structured business plans before launching an enterprise. He also discussed the role of innovation, technology adoption, and government support mechanisms in fostering successful fisheries startups. Participants were introduced to various schemes and institutional support available through the Department of Fisheries to encourage entrepreneurship and enterprise development. The session inspired aspiring entrepreneurs to identify local opportunities, capitalize on emerging market trends, and build sustainable fisheries businesses that contribute to economic growth and employment generation.



"Every successful fisheries enterprise begins with a simple idea, but it grows through planning, innovation, and the courage to take the first step."

– Mr. Shubham Komrewar

Assistant Commissioner, Department of Fisheries



Technical Session

Technical Session 6: Digital Marketing, Branding and E-Commerce for Fisheries Enterprises

Dr. Sanjay Arora, Founder & CEO, Shells Advertising Inc., Nagpur, conducted an engaging session on "Digital Marketing, Branding and E-Commerce for Fisheries Enterprises." He emphasized the growing importance of digital platforms in building successful fisheries businesses and explained how effective branding, strategic digital marketing, and e-commerce can significantly enhance market reach and customer engagement. The session highlighted the role of social media, online marketplaces, content creation, and digital storytelling in establishing a strong brand identity for fisheries products and enterprises.

Dr. Arora shared practical strategies for developing customer-centric brands, leveraging digital tools for business promotion, and expanding market access through e-commerce platforms. To make the session more interactive and application-oriented, he assigned participants a hands-on branding and digital marketing task, encouraging them to conceptualize a fisheries business, create a unique brand identity, define their target audience, and design a basic digital promotion strategy. Participants presented their ideas and received constructive feedback, enabling them to understand the practical aspects of branding and online marketing. The activity enhanced their creativity, teamwork, and entrepreneurial thinking while reinforcing the concepts discussed during the session.



"A great product may attract customers once, but a strong brand and effective digital presence keep them coming back."

– Dr. Sanjay Arora

Founder & CEO, Shells Advertising Inc., Nagpur

Technical Session

Technical Session 7: Interactive Group Activity – Idea Generation and Team Formation

Dr. Nivedha C. K., Innovation Research Fellow, MANAGE-FISHub, facilitated an interactive session on "Idea Generation and Team Formation." The activity was designed to stimulate innovative thinking, collaborative learning, and problem-solving skills among the participants.

Participants were divided into teams and assigned problem statements related to the fisheries and aquaculture sector. Each team discussed the assigned challenge, analyzed its root causes, and collaboratively developed practical, innovative, and sustainable solutions. The activity encouraged participants to apply critical thinking, share diverse perspectives, and work collectively to address real-world issues faced by the fisheries sector.

Following the group discussions, each team presented its problem statement, proposed solution, implementation strategy, and expected outcomes. The presentations were followed by constructive feedback and discussions, enabling participants to refine their ideas and appreciate different approaches to problem-solving. The session not only strengthened teamwork and communication skills but also inspired participants to think like entrepreneurs by identifying challenges as opportunities for innovation and enterprise development.





Day 2

Reflections

The second day of the Aqua Yuva – Fisheries Entrepreneurship Development Programme began with a Reflection Session, providing participants an opportunity to share their learning experiences from Day 1.

Participants actively expressed their insights and key takeaways from the previous day's technical sessions. Many highlighted that they gained clarity on identifying enterprise opportunities across the inland fisheries value chain and understood that entrepreneurship extends beyond fish production to areas such as value addition, marketing, digital branding, and institutional support systems.

Students reflected on the importance of structured business planning through the Business Model Canvas and recognized the significance of digital marketing in building brand identity and customer trust. Several participants mentioned that the sessions helped them shift their mindset from job-seeking to job-creating perspectives.

The discussion also brought forward participants' realization about the availability of government schemes, financial assistance, and institutional support mechanisms for fisheries startups. They expressed increased confidence in exploring entrepreneurial pathways with proper planning and guidance. The reflection session created an open and participatory environment, encouraging students to articulate their learning, clarify doubts, and strengthen their entrepreneurial motivation. It reinforced the core objective of Aqua Yuva in nurturing informed, confident, and opportunity-driven young aquapreneurs.





Technical Session

Technical Session 1: Business Model Canvas and Business Plan Preparation

Mr. Yashwant Bhojwani, Chartered Accountant and Proprietor, YSB & Associates, delivered an insightful session on "Business Model Canvas and Business Plan Preparation." The session introduced participants to the fundamentals of transforming a business idea into a structured and sustainable enterprise through effective planning. He explained the importance of developing a clear business model and emphasized how a well-designed Business Model Canvas (BMC) serves as a roadmap for entrepreneurial success.

Mr. Bhojwani elaborated on the nine key components of the Business Model Canvas, including value proposition, customer segments, customer relationships, channels, key activities, key resources, key partners, cost structure, and revenue streams. He also guided participants on preparing a comprehensive business plan by covering essential aspects such as market analysis, financial planning, operational strategies, risk assessment, and growth planning. Through practical examples and interactive discussions, he encouraged participants to validate their business ideas, understand market dynamics, and build investor-ready business plans. The session equipped aspiring entrepreneurs with practical tools to convert innovative fisheries ideas into viable and scalable business ventures.



"A successful enterprise begins with a strong business model and grows through thoughtful planning, financial discipline, and strategic execution."

– Mr. Yashwant Bhojwani

Chartered Accountant & Proprietor, YSB & Associates



Technical Session

Technical Session 2: Government Schemes, Institutional Support and Financial Assistance for Fisheries Startups

Mr. H. R. Waghmare, Regional Officer & Centre Head, Maharashtra Centre for Entrepreneurship Development (MCED), delivered an informative session on "Government Schemes, Institutional Support and Financial Assistance for Fisheries Startups." The session provided participants with a comprehensive understanding of the various government initiatives, financial assistance programs, and institutional support mechanisms available to aspiring fisheries entrepreneurs.

Mr. Waghmare explained the objectives and benefits of several central and state government schemes that promote entrepreneurship in the fisheries sector. He highlighted the role of institutions such as MCED in providing entrepreneurship development training, capacity building, mentoring, and business support services. The session also covered funding opportunities, credit facilities, subsidy schemes, and the importance of preparing well-structured project proposals to access financial assistance. Emphasizing the significance of institutional support, he encouraged participants to make effective use of government programs and advisory services to establish and expand sustainable fisheries enterprises. The interactive discussion enabled participants to clarify their queries regarding eligibility, application procedures, and available support systems for fisheries startups.



"A good business idea becomes a successful enterprise when it is supported by the right guidance, institutional support, and timely financial assistance."

– Mr. H. R. Waghmare

Regional Officer & Centre Head, Maharashtra Centre for Entrepreneurship Development (MCED)



Technical Session

Technical Session 3: Entrepreneurial Leadership and strategic networking for aquapreneurial growth

Mr. Talib Mohammad, Lecturer, College of Fisheries Science (COFS), Nagpur, delivered an engaging session on "Entrepreneurial Leadership and Strategic Networking for Aquapreneurial Growth." The session emphasized the importance of leadership qualities and professional networking in building successful and sustainable aquapreneurial ventures. He encouraged participants to develop a proactive mindset, embrace innovation, and cultivate leadership skills essential for navigating the dynamic fisheries and aquaculture sector.

Mr. Mohammad highlighted how strategic networking with industry experts, government agencies, research institutions, financial organizations, and fellow entrepreneurs can create opportunities for collaboration, knowledge sharing, resource mobilization, and market expansion. He discussed the role of effective communication, relationship building, and continuous learning in strengthening entrepreneurial capabilities. Through practical examples, he demonstrated how strong leadership combined with meaningful professional networks can help entrepreneurs overcome challenges, access new opportunities, and accelerate business growth. The session motivated participants to build lasting professional connections and adopt leadership practices that contribute to the long-term success of fisheries enterprises.



"Leadership is not just about leading a business; it is about building relationships that drive innovation, growth, and resilience."

***-Mr. Talib Mohammad, Lecturer, College
of Fisheries Science (COFS), Nagpur***

Technical Session

Technical Session 4: Entrepreneurial Leadership and strategic networking for aquaprneurial growth

Dr. Nivedha C. K., Innovation Research Fellow, MANAGE-FISHub, conducted an interactive session on "Understanding Your Customer: Customer Persona & Empathy Mapping for Fisheries Startups." The session introduced participants to the importance of customer-centric thinking in developing successful fisheries enterprises. Emphasizing that understanding customer needs is fundamental to business success, she explained how customer personas and empathy mapping help entrepreneurs design products and services that effectively address market demands.

Participants were introduced to the concept of creating detailed customer personas by identifying customer demographics, preferences, behaviors, motivations, and pain points. The session also covered the use of Empathy Mapping as a practical tool to understand what customers think, feel, see, hear, say, and do, enabling entrepreneurs to gain deeper insights into customer expectations. Through interactive exercises and group discussions, participants developed customer personas and empathy maps for fisheries-based business ideas, helping them align their products and services with real customer needs. The hands-on activity enhanced participants' ability to identify target markets, improve customer engagement, and develop market-driven business strategies for sustainable fisheries startups.



"Successful startups are built not by assuming what customers need, but by understanding their experiences, challenges, and aspirations."

– Dr. Nivedha C. K.

Innovation Research Fellow, MANAGE-FISHub

Technical Session

Technical Session 5: Startup Success Story – Interacting with a Fisheries Entrepreneur

Mr. Sagar Vora, Founder of Dharampeth Aquarium, shared his entrepreneurial journey during an inspiring session on "Startup Success Story: Interacting with a Fisheries Entrepreneur." Drawing from his personal experiences, he narrated how passion, perseverance, and customer-focused innovation helped him establish and grow a successful aquarium enterprise. He candidly discussed the challenges encountered during the initial stages of his venture, the lessons learned from setbacks, and the strategies that contributed to his business growth.

Mr. Vora emphasized the importance of identifying market opportunities, delivering quality products and services, building customer trust, and continuously adapting to changing market trends. He also highlighted the role of effective business planning, financial discipline, and strong customer relationships in ensuring long-term sustainability. Through real-life examples and practical insights, he motivated participants to pursue entrepreneurship with confidence, resilience, and a willingness to learn. The interactive session concluded with an engaging question-and-answer segment, where participants gained valuable guidance on starting and scaling fisheries-based enterprises.



"Every successful entrepreneur begins with a dream, but it is persistence, adaptability, and customer trust that transform that dream into a thriving enterprise."

– Mr. Sagar Vora

Founder, Dharampeth Aquarium

Students' Business Idea Presentations

The Students' Business Idea Presentations provided participants with an opportunity to individually present their innovative fisheries and aquaculture-based business concepts developed during the Aqua Yuva programme. Each participant showcased a unique entrepreneurial idea by applying the concepts and tools learned throughout the technical sessions, including business model development, customer persona creation, value proposition design, branding, and market analysis.

During the presentations, participants explained the problem they intended to address, their proposed solution, target customers, unique value proposition, revenue model, and the potential impact of their venture. The presentations reflected their creativity, entrepreneurial mindset, and ability to identify emerging opportunities within the fisheries sector.

Resource persons and mentors offered constructive feedback, highlighting the strengths of each idea and suggesting improvements to enhance its feasibility, innovation, and market potential. The session not only strengthened participants' presentation and communication skills but also boosted their confidence in pitching business ideas and inspired them to transform their innovative concepts into successful fisheries enterprises.





Valedictory Session

The two-day Aqua Yuva – Fisheries Entrepreneurship Development Programme concluded with a valedictory session held at the College of Fishery Science, MAFSU, Nagpur, in the presence of esteemed dignitaries, faculty members, and enthusiastic participants.

Dr. Dr. Prashant Telvekar, Dean, College of Fishery Science, graced the occasion as the Chief Guest and delivered the valedictory remarks. Dr. Sachin Belsare, Professor along with faculty members, were present during the session.

Dr. Nivedha C K, Programme Coordinator, presented a brief report summarizing the key sessions, interactive activities, and student business idea presentations conducted over the two days. She highlighted the active participation, innovative thinking, and entrepreneurial interest demonstrated by the students throughout the programme.

Certificates were distributed to all participants, marking the successful completion of the training programme .

The day ended on a positive and inspiring note with a formal Vote of Thanks delivered by Dr. Nivedha C K, expressing sincere gratitude to the Vice Chancellor, Dean, Associate Dean, Faculty Members, resource persons, organizing team, and participants for their valuable support and cooperation.



Programme Highlights & Media Coverage



Aqua Yuva in Focus: Group Photo



News Coverage by MVM Maha Live News



Organising Team

Dr. Niteen Patil

Hon. Vice Chancellor

Maharashtra Animal and Fishery Sciences University
(MAFSU), Nagpur

Dr. Saravanan Raj

Director (Agricultural Extension), MANAGE & CEO,
MANAGE-FISHub
Rajendranagar, Hyderabad
ceomfishub@gmail.com

Dr. Raahalya S.

Innovation Scaling Specialist
MANAGE-FISHub
Rajendranagar, Hyderabad
sandipamuraahalya@gmail.com

Dr. Sachin W. Bonde

Dean
College of Fishery Science
MAFSU, Nagpur

Dr. Nivedha C K

Innovation Research Fellow
MANAGE-FISHub
Rajendranagar, Hyderabad
nivedhanive05407@gmail.com

Dr. P. A. Telvekar

Associate Dean
College of Fishery Science
MAFSU, Nagpur
adcofsngp@mafsu.ac.in

Dr. Sachin W. Belsare

Associate Professor
College of Fishery Science
MAFSU, Nagpur
sachinbelsare@mafsu.ac.in

Dr. Sandip B. Gore

Professor
College of Fishery Science
MAFSU, Nagpur
sandipgore@mafsu.ac.in

Mr. R. Kishore Kumar

MANAGE Intern & Ph.D. Scholar
MANAGE-FISHub
Rajendranagar, Hyderabad
mfishubstakeholdersmeet@gmail.com
9182560207

Dr. Satyajit S. Belsare

Professor
College of Fishery Science
MAFSU, Nagpur
satyajitbelsare@mafsu.ac.in

MANAGE Fisheries Innovation and Startup Hub (MANAGE - FISHub)

(A National Fisheries Incubation Centre Supported by the Ministry of Fisheries,
Animal Husbandry and Dairying, Govt. of India)

National Institute of Agricultural Extension Management (MANAGE)

(An Autonomous Organization of Ministry of Agriculture and Farmers Welfare, Govt. of India)
Rajendranagar, Hyderabad – 500 030, Telangana, India
<https://www.manage.gov.in/managefishub/>



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