

KSHITIJ 2.0

The Blue Horizon Cohort

A NATIONAL STARTUP INCUBATION PROGRAMME
FOR THE FISHERIES SECTOR



KSHITIJ 2.0 - The Blue Horizon Cohort is a national-level incubation and mentorship programme designed to identify, nurture and accelerate innovative ideas, early-stage startups and technology-driven enterprises in fisheries and aquaculture.

Implemented through the network of 8 ICAR Fisheries Research Institutes, the programme combines scientific expertise, business support, technology validation and institutional linkages to help participants progress from concept to commercial readiness.

**Are you an aspiring entrepreneur,
startup or student looking to start a
business in the Fisheries sector?**

**Join KSHITIJ 2.0 and seize your
opportunity to get free scientific
mentorship, incubation support and
PMMSY funding
to empower your business !**

An initiative of IP&TM Unit and ICAR-CIFT

Implemented by
**Zonal Technology Management -
Agribusiness Incubation (ZTM-ABI) Centre
(NAIF Plan Scheme, ICAR)**
&
**Matsya Fisheries Incubation Centre (FIC)
(PMMSY, Department of Fisheries)**

WHAT WE OFFER

- Two month virtual incubation, followed by a four month physical incubation at a suitable ICAR Fisheries Institute, for selected candidates
- Expert mentoring from ICAR scientists
- Guidance on the essentials of starting a business in the fisheries sector
- Excellent opportunity to win seed and acceleration funding for your business
- Capacity building and skill development
- Certificate of participation

Free Registration
Secure your seat now
Last Date to Apply: 15 August 2026



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The Blue Horizon Cohort



WHO CAN PARTICIPATE

- **Entrepreneurs & Startups** (Proprietorship / Partnership, OPC / LLP / Private Limited Firms, FPOs, SHGs, Farmers etc.)
- **Young Innovators & Students** (Undergraduates, Postgraduates or Research Scholars with innovative ideas in fisheries and allied sectors)

HOW TO JOIN

- **Register:** Scan the QR code in this brochure or visit the ICAR-CIFT website or official social media platforms to access the registration link.
- **Attend KSHITIJ Virtual Incubation Programme:** Online sessions from September to October 2026
- **Submit Your Proposal:** Submit your business proposal along with a short pitch video after completion of virtual incubation programme to proceed to Ideathon.

TOPICS COVERED

- Sustainable Aquaculture
- Harvest & Fishing Technologies
- Post-Harvest Technologies & Value Addition
- Waste-to-Wealth & Green Processes
- Fish Health, Nutrition and Nutraceuticals
- Aquafeed and High Value By-products
- Cold Chain, Packaging and Preservation
- Digital and Marketing Solutions
- Business Entity Registration Guidelines
- Licensing, Regulatory and Tax Compliance
- Intellectual Property Rights

OPPORTUNITY TO PITCH FOR FUNDING

Selected KSHITIJ 2.0 participants will advance to the **IDEATHON**, where the best ideas win financial support through the MATSYA Fisheries Incubation Centre, ICAR-CIFT (PMMSY scheme):

ACCELERATION FUND

Rs. 4 lakh each for the top 8 winners



SEED FUND

Rs. 50,000/- each for the next 20 winners



FREE INCUBATION

Best 40 proposals receive free incubatee registration



KSHITIJ 2.0 follows a nationally coordinated Hub-and-Spoke network to combine central programme management with regional outreach and domain-specific technical support.

ICAR FISHERIES INCUBATION NETWORK

- **ICAR-Central Institute of Fisheries Technology (ICAR-CIFT), Kochi**
- **ICAR-Central Institute of Freshwater Aquaculture (ICAR-CIFA), Bhubaneswar**
- **ICAR-Central Institute of Fisheries Education (ICAR-CIFE), Mumbai**
- **ICAR-Central Institute of Brackishwater Aquaculture (ICAR-CIBA), Chennai**
- **ICAR-Central Marine Fisheries Research Institute (ICAR-CMFRI), Kochi**
- **ICAR-Central Inland Fisheries Research Institute (ICAR-CIFRI), Barrackpore**
- **ICAR-Central Institute of Coldwater Fisheries Research (ICAR-CICFR), Bhimtal**
- **ICAR-National Bureau of Fish Genetic Resources (ICAR-NBFGR), Lucknow**

WHAT YOU WILL GET THROUGH PHYSICAL INCUBATION

- **Need-based physical incubation, pilot testing and field validation at a suitable ICAR fisheries institutes**
- **One-to-one mentoring by ICAR scientists, incubation experts and industry professionals.**
- **Technical assessment, product refinement and technology-validation guidance.**
- **Support for business-model development, value proposition and market strategy.**

1

15 August 2026: Last date for submission of applications

2

August 2026: Screening, technical evaluation and selection

3

September–October 2026: Two-month virtual incubation and mentorship

4

November 2026: Ideathon grant pitching and funding

5

November 2026–February 2027: Need-based physical incubation and mentoring for selected participants

ORGANISING TEAM FROM HUB AND SPOKE INSTITUTES

PATRONS



Dr. J.K. Jena

Deputy Director General
(Fisheries Science)
ICAR



Dr. Neeru Bhooshan

Assistant Director General
(Intellectual Property &
Technology Management)

HUB INSTITUTE CO-ORDINATORS



Dr. George Ninan

Director, ICAR-CIFT



Dr. C.O. Mohan

Principal Investigator,
ZTM-ABI & FIC, ICAR-CIFT



Dr. B. Madhusudhana Rao

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Co-PI, ABI, ICAR-CIFT



Mr. Sreejith S.

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SPOKE-INSTITUTE COORDINATORS



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ZTM-ABI TEAM

Mrs. Razia Mohamed A.

Mr. Lijin Nambiar M.M.

Mrs. Arshaya Rajesh

FIC TEAM

Mr. Sagar Naik

Dr. Sumit Kumar Verma

Dr. Sahana M.D.

Ms. Misha Paul



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