

# Report

## One-day Workshop on

### **The Next Generation of Innovation: Youth Entrepreneurship for a Better Tomorrow**

A one-day workshop on “The Next Generation of Innovation: Youth Entrepreneurship for a Better Tomorrow” was organized by ICAR-CIFE, Mumbai, on November 14, 2024. The workshop aimed to inspire and motivate the fisheries professionals towards entrepreneurship and familiarize them with the opportunities and avenues available in this field. A total of 168 post-graduate students participated in the event including 85 female and 83 male students. The inaugural session began with a welcome address by Dr. Megha K. Bedekar, Head of AEHMD, who also introduced the structure and objective of the workshop. Dr. N.P. Sahu, Joint Director of ICAR-CIFE, provided the opening remarks, emphasizing the entrepreneurial potential in the fisheries and aquaculture industries. Dr. C.N. Ravishankar, Director and Vice-Chancellor of ICAR-CIFE, delivered the presidential address, encouraging students to explore innovative approaches in the field.

The workshop was divided into three sessions, each focusing on different aspects of innovation and encouraging the youth entrepreneurship among the students. The first session was on “Implementing Business Models in Innovative Entrepreneurship” by Mr. Subhashish Mazumdar. This session highlighted the immense potential of fisheries as a career path and the importance of organized entrepreneurship. Frameworks like PESTEL Analysis, Business Model Canvas and the POCD Framework were discussed to provide participants with tools for planning and executing innovative ventures. Mr. Mazumdar also shared a few examples from successful businesses, such as Tata Capital and Hinduja Media Group and further discussed the emerging opportunities in aquaponics, agricultural drones and fisheries e-commerce.

The second session, led by Mr. Ajay Desai, was on “Frugal Innovations.” This session introduced participants to resourceful problem-solving methods and the concept of frugal innovations. It focused on overcoming barriers like functional fixedness to foster creativity and innovation. The session featured examples from the globally renowned Tata Nano and included practical advice for aspiring entrepreneurs, including mentorship and guidance. He also engaged the participants with several puzzle exercises and interactive activities, which

underscored cognitive flexibility. He also highlighted barriers such as "functional fixedness" through interactive exercises, showcasing how reframing challenges sparks creativity. The contrasts between frugal and conventional innovations provided by the speaker illuminated the elegance of simplicity and while enhancing understanding. Aspiring entrepreneurs were encouraged to seek mentorship from experts like Mr. Desai during the session.

The final session, delivered by Mr. Ramani Jairam and Mr. Seshadri Iyer, was "Re-Inventing Careers after Professional Education." It emphasized redefining career opportunities in fisheries and aquaculture through sustainable practices and entrepreneurial initiatives. Diverse career paths, including roles in marine biology, environmental sciences and fisheries management, were explored. The session also reviewed government initiatives like PMMSY, which support budding entrepreneurs in the fisheries sector. Further, the speakers encouraged students to elaborate their entrepreneurial ideas and provided insights on refining their concept into a startup business model. After each session, participants were actively involved in discussion and interacted with the speakers and clarified their queries.

The workshop concluded with a summary of the key takeaways by Dr. Megha K. Bedekar, who emphasized the future potential for participants to innovate in their fields. The event ended with a vote of thanks by Dr. Nalini Poojary, who acknowledged the contributions of speakers, participants and organizers. The workshop was successfully Convened by Dr. Megha Bedekar, Head and Principal Scientist; Dr. Gayatri Tripathi, Principal Scientist; Ms. R. Bharathi Rathinam, Scientist and Dr. Nalini Poojary, Chief Technical Officer of AEHMD, ICAR-CIFE under the guidance of Dr. N.P. Sahu, Joint Director, ICAR-CIFE. The workshop was a valuable platform for fostering entrepreneurial thinking among participants, equipping them with tools and inspiration to contribute to the growing field of fisheries and aquaculture.





