

SEPTEMBER  
2022



ADVANCING  
NORTH EAST

# ENTREPRENEUR'S DESK

## INDIA'S FIRST E-FISHMARKET

An exclusive interview with

**RAZAQUL ISLAM**

## FUNDING ESSENTIALS

Fundraising Buckets & many more

## GRAB THE OPPORTUNITY

National Institute of Food Technology,  
Entrepreneurship & Management  
(NIFTEM)

## NORTH EAST ENTREPRENEURSHIP DEVELOPMENT PROGRAMME

An initiative of NEC to create an inclusive  
entrepreneurial ecosystem

## ENTREPRENEUR OF THE MONTH

## RAZAQUL ISLAM

Founder & CEO  
Fishwaale

An exclusive interview with **Mr. RazaQul Islam**, Founder & CEO of Fishwaale.

**FISHWAALE** is India's first e-Fish Market. It was launched by Minister for Fisheries, Environment and Forest and Excise, Parimal Suklabaidya, last year. The App developed by Aqua Blue Global Aquaculture Solutions Pvt. Ltd. in collaboration with Fisheries Department. Headquartered at Assam's Jalukbari, the App provides consultancy services for all types of aquaculture. Through the App one can not only sell as well as buy fish but also quality fish seed and fish feed, Aquaculture equipment and medicine is also available on the app. Aquarium tanks, ornamental fish and equipment can also be placed for orders online. Table size fish such as bhangon, mrigal and rohu and freshwater and seawater frozen fish (ice box) are also available coupled with dry fish packets, dry fish raw, fish pickles and processed fish products.

This one of its kind App was highly appreciated by Shri Suklabaidya. He said never before fish has been accorded the recognition of an asset by any government.

## PRODUCTS



Aquaculture Equipments



Aquaculture Medicines



Aquarium



Fish Feed, Products &amp; Seed



Frozen &amp; Live Fish



Raw Materials

## What

## CHALLENGES FACED

Growing up amidst nature I have always been fascinated by the natural world. I remember playing in the ponds with not a care in the entire world and how peaceful it felt. Then after college, I realized that I am still interested in something that's a little bit more grounded. But I had very little knowledge on how to explore this world. I started gathering knowledge by watching online videos, reading blogs, attending seminars and workshops, basically I self-studied. But then I thought of pursuing a bit more of the formal education. I would like to extend my immense gratitude to these institutions for helping me achieve the position that I am in today - Assam Agriculture University, College of Fisheries, Roha; District Fishery Development Office, Morigaon; FISHFED, Directorate of Fisheries, KVK, Morigaon, CIFRI, Guwahati; NFDB. They helped me in understanding all the technical details associated with fish farming. But as soon as I stepped into the practical world I realized a whole new world of challenges stood in front of me. I was unsure of the steps that I am supposed to take. So, I tried out new methods, kept a log of all the outcomes. Then whatever method worked I explored it more. For example, one of the earliest method that I focused on was Tank Culture, it worked but the profit margin was low. Then I thought of experimenting with Earthen pond, and soon understood that it was much more economically viable than the Tank Culture. We are blessed to be living in a place like Assam. The land is so rich, it's filled with proper nutrients and minerals that fishes can easily thrive here. And soon I started to switch totally to Earthen Ponds. After that I started exploring my nearby areas trying to figure out what is going on in this sector. This is when I gradually realized that even if we have sufficient natural water resources, in terms of fish market the productivity is really low. Majority of the fishes are imported from the other states, that's why there are rarely any fresh fishes and their products in the market. Moreover, quality fish seed, fish seeds and other inputs that are required for farming are almost unavailable. This is when I got the idea for my own start-up. I focused on two major points. Firstly, that fact that in the North-Eastern part of India, the Fish market is highly unorganized which is why Assam and its neighbouring states like Nagaland, Mizoram, Meghalaya, Arunachal Pradesh are importing frozen fish from other parts of India. Secondly, majority of the fish farmers still practice the old school methods of farming. In order to tackle the first issue, I developed the Fishwaale app. And for the other, I started Aqua Blue Global Aquaculture Solution Private Limited, to introduce New age technology and information in this field. However the low literacy rate of the local farmers did cause a lot of hindrance, since it's quite a hassle to make them understand the scientific fish farming techniques. Which is why our team had to explain in great details the business model and educate them on how a simpler model is more economically beneficial for them. Today, I feel proud to mention that our team has been constantly trying to deliver the required knowledge to the local farmers of our society in the simplest version possible, thus helping them attain a better financial status and has done such a great job in achieving that goal.

## Who ?

## POTENTIAL CUSTOMERS

Everyone who eats fish is our customer. Every farmer who uses inputs like fish seeds, fish feeds, aqua equipment, every vendors who wants to purchase fish at wholesale from the farmers.

contd.



# INDIA'S FIRST e-FISH MARKET APP

[www.fishwaale.com](http://www.fishwaale.com)

## Why

### WHY NE INDIA ? WHY NE TOURISM ?

As I have mentioned earlier fishery & aquaculture sector is highly unorganized in the North East India, which is the reason why Assam and its neighbouring states like Nagaland, Mizoram, Meghalaya, and Arunachal Pradesh are importing frozen fish from other parts of India. Thus, aquaculture sector in the North-eastern state has a huge potential for start up.

While growing up, I have closely observed great potential to advance in the aquaculture sector in Assam, which will open up employment and growth opportunities for our local farmers and fishermen. Thus along with our own farming for Aqua Blue Fisheries, I wanted to introduce scientific fish farming to the farmers which will foster rapid growth in production volume and economic yield. We teach and encourage them to practice modern intensive fish farming, which includes designing the production unit, study of production environment and its natural fluctuations, and understanding the stressors such as pollutants, pathogens, and parasites, etc. The idea also was to support the 'Vocal for Local' campaign while unfolding the future opportunities of aquaculture in Assam.

## How ?

### IMPACT ON THE COMMUNITY

Since childhood itself, my dream was to do something for my local people. And today I take pride as I say that me and my team has been meticulously helping the local farmers and fishermen, thereby paving new pathways for their growth. We teach and encourage them to practice modern intensive fish farming, which includes designing the production unit, study of production environment and its natural fluctuations, and understanding the stressors such as pollutants, pathogens, and parasites, etc. The idea also was to support the 'Vocal for Local' campaign while unfolding the future opportunities of aquaculture in Assam.



## Where ?

### ENVISIONING FUTURE OF THE INDUSTRY

India being a very large country and having plenty of resources. But farming land is still trailing at third position in the world. I want to see India to be the largest producer and exporter of fish & shrimp. We will be doing our part and contributing to reach our goals.

Fishwaale App which is India's first online e-fish market platform is creating a logistics solution whereby live fish could be carried from farmers using customized tanks and vehicles to the market. The logistics solution will be a GPS and IoT enabled system whereby the condition of the water (Biological Oxygen Demand), the live position of the vehicle can be monitored. The solution will also have an aeration mechanism that will be operational as per the readings shown. The tanks are being designed in a manner that it could also be used to carry inputs to the farmers, therefore bringing efficiency and reducing logistics. Aquaculture equipment and medicine will also be available on Fishwaale hubs. Aquarium tanks, ornamental fish and equipment can also be placed for orders online.

Besides, live and fresh fish, seafood and other value-added fish products will be available at the Aqua Hubs for the consumers.

The solution provided by Fishwaale is to bring efficiency to the traditional system by providing end to end logistics solution and transparency in market rates for inputs as well as live fish. At present there are no platforms of market intelligence solutions available that provide transparent market price of inputs and live fish. The current system operates through a chain of middleman.

Farmers will get better value for inputs as well as for their harvests. Transparency in the prices and data analytics which will be part of the app which will help farmers design their farming / harvesting season.



Follow Fishwaale on:



Further Info: [www.fishwaale.com](http://www.fishwaale.com)



# LEARN FROM THE EXPERT FUNDING ESSENTIALS

By Srihant Sastri, Chairman, IIMCIP (Indian Institute of Management- Calcutta Innovation Park)

## SOURCES OF FUNDS

**FUNDING** refers to the money required to start and run a business. It is a financial investment in a company for product development, manufacturing, expansion, sales and marketing, office spaces, and inventory. Many startups choose to not raise funding from third parties and are funded by their founders only (to prevent debts and equity dilution). However, most startups do raise funding, especially as they grow larger and scale their operations. This page shall be your virtual guide to Startup funding.

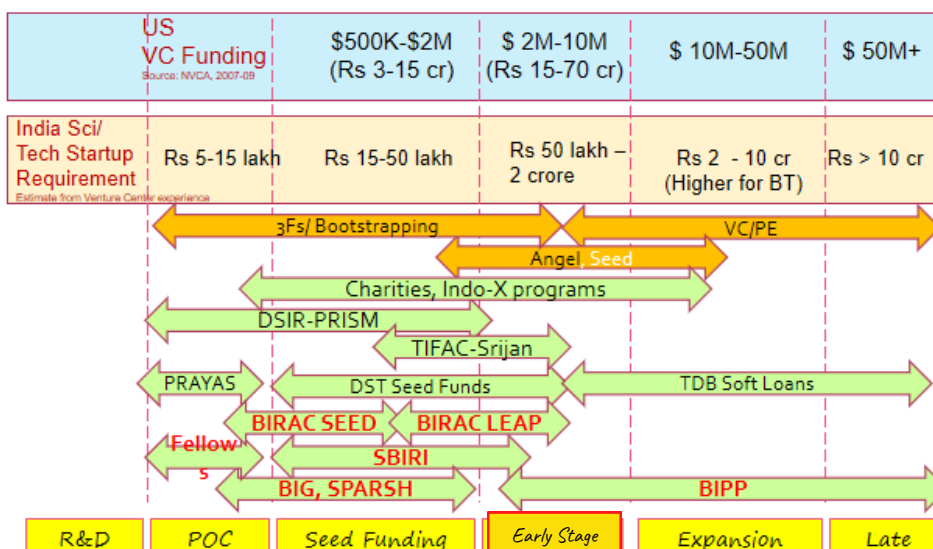
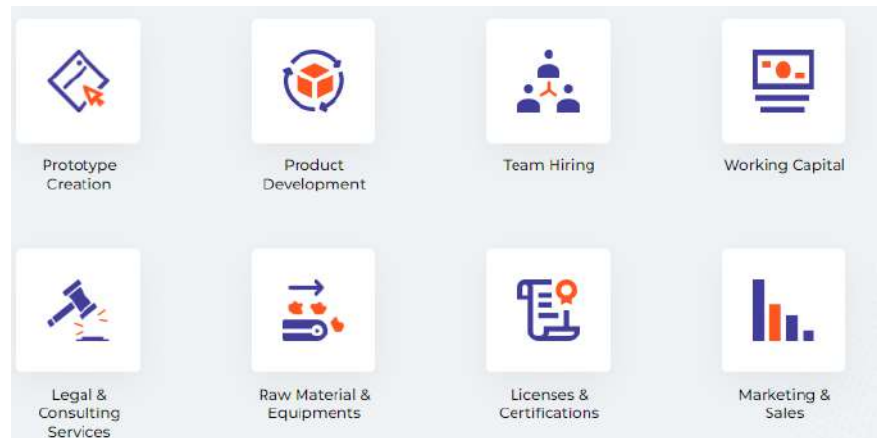
### Funding Agencies:

Govt. Multi-lateral Agencies, Charities, Incubators, etc

### Grants & Soft Loans

1. 3Fs- Friends, Family, Fools
2. Crowd Funding Sites
3. 'Customer Money', Revenue from Sales
4. Individuals; Angel Investors
5. Seed Funds (esp with incubators)
7. Venture Funds
8. Impact Investors
9. Corporate/Strategic Investors
10. Banks
11. Private Equity Funds

## WHY IS FUNDING REQUIRED FOR STARTUPS?



LET'S HAVE A CLOSER LOOK

# NATIONAL INSTITUTE OF FOOD TECHNOLOGY, ENTREPRENEURSHIP & MANAGEMENT (NIFTEM)

Institute of National Importance (INI); Formerly IIFPT  
Ministry of Food Processing Industries, Government of India

## ABOUT NIFTEM

The Indian Institute of Food Processing Technology (formerly Indian Institute of Crop Processing Technology) Regional Centre for North East found its inception on 20th July 2010 at Guwahati, to cater the needs of the farmers, processors and industries in the Crop and Food Processing Sector.

## TRAINING OFFERED

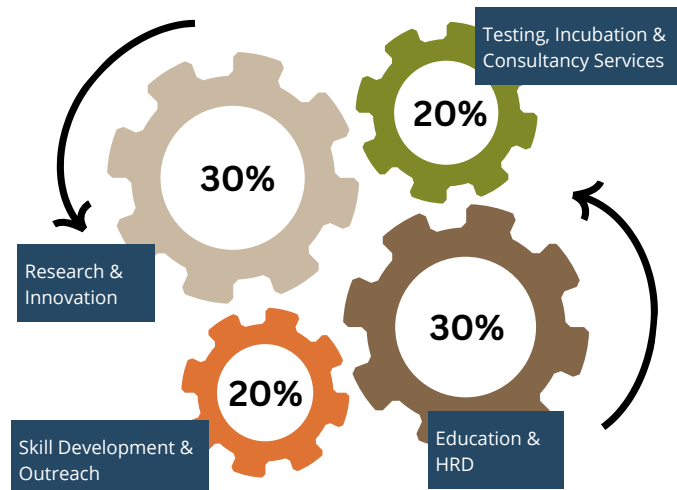
• Beginners Training in Food Processing	1 day
• Executive Training in Food Processing Technologies	5 days
• Advanced Skill Development Training in Food Processing	5 weeks
• Skill Advancement in-Plant Training	5 weeks
• Introduction to General Food Quality Analysis	1 week
• Microbial Quality & Toxin Analysis	1 week
• Rice Processing & Quality Analysis	1 week
• In-Plant Training for Graduate Students of Food Tech, Microbiology, Bio-Chemistry, Biotechnology & students of related subjects	1 month

## EQUIPMENT LIST

Autoclave, Auto Liquid Filling Machine, Ball Mill, Bread Slicer, Blancher, Bottle Washing Machine, Can Double, Can Exhaust Box, Can Flanger, Can Reformer, Chapati Making Machine, Clinging Wrapping Machine, Cold Room, Convention Oven, Cream Separator, Cookies Dropper, Cheese Vat, Crown Corking Machine, Coconut Scraper, Deep Freezer, Dough Sheeter, Drum Roaster, Dall Mill, Electromagnetic Induction Sealer, Flour Mill, Foot Operated Sealer, Food Operated Liquid Filling Machine, Fruit Juicer, Form-Fill Seal Machine, Gas Burner, Homogenizer, Khoya/Mawa Making Machine, Lug Cap Sealing Machine, Meat Mincher, Microwave Oven, Nitrogen Flushing Machine, Planetary Mixer, Polythene Bag Sealing Machine, Potato Peeler, Pulper, Pasta Streamer, Paneer Cutter, Paneer Press, Paneer Vat, Pin Mill, Retort Pouch Sterilizing Machine, Rotap Sieve Shaker, Steam Jacket Kettle, Steam Jacket Kettle for Sugar Syrup, Steam Jacket Kettle for Blanching, Sugarcane Juicer, Tray Dryer, Uruli Roaster, Ultrasonicator, Vacuum Oven, Vacuum Packaging Machine

## SCHEMES UNDER PMKSY

- Mega Food Park Schemes
- Integrated Cold Chain & Value Addition Infrastructure Schemes
- Scheme for Creation/Expansion of Food Processing & Preservation Capacities
- Agro- Processing Clusters Schemes
- Creation of Backward & Forward linkages Schemes
- Food Safety & Quality Assurance Infrastructure Schemes
- Human Resources & Institutions Schemes



## CONSULTANCY & INCUBATION

- Research & development for solving problems of producers and food industries on food processing, preservation and value addition.
- Collaborative research works with other national and international laboratories are solving mutually beneficial problems related to post-harvest processing and value addition of foods.
- Offering skill development and hands-on training programs on food processing technologies and analytical instrument handling and food quality and safety testing.
- Incubation services to entrepreneurs for mass production and mass testing of their new and novel conceptual products.
- Consultancy services to stakeholders in establishing new food industries or expanding the existing ones.
- Research training of M.Sc and Ph. D students from other institutions.

## FSSAI Referral & NABL Accredited food testing laboratory





# Let's hear from DR. SANDEEP JANGHU

Assistant Professor  
National Institute of Food Technology, Entrepreneurship and Management (NIFTEM)– Thanjavur

## ABOUT THE EXPERT

Dr.Sandeep Janghu is working as Assistant Professor in IIFPT since 2015 and he is Ph.D. in Food Engineering and Technology from Sant Longowal Institute of Engineering and Technology (SLIET), Longowal. Prior to which he did M.Sc. in Food Science & Technology from Ch. Devi Lal University, Sirsa followed by M. Tech in Food Engineering from Guru Jambheshwar University of Science & Technology, Hisar. He got a fellowship in 2014 from MASHAV for International PG course on Food Safety and Security, Hebrew University of Jerusalem, ISRAEL. He is having more than 11 years of teaching and industrial experience, his area of expertise includes dairy sciences, fruits and vegetables processing, bakery sciences and technology and honey processing. He has published various research articles in national and international journals and undergone several trainings on food safety and quality assurance.

## B-IDEAS IN FOOD TECH

“ I believe there is a huge scope for Nutraceuticals & Functional Food in NE India and Use of Advanced Technology such as Freeze Drying, Solvent Extract, 3D Printing for Fortified Rice and many more. ”

## PLANT & MACHINERY DEALERS



**FRUITS & VEGETABLES**

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<https://www.bajajmachines.com/>



**MILK & MILK PRODUCTS**

**JAYA INDUSTRIES**

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**CEREAL & RICE**

**BUHLER MACHINERY**

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# NORTH EAST ENTREPRENEURSHIP DEVELOPMENT PROGRAMME

NORTH EASTERN COUNCIL

GRANT FOR ENTREPRENEURS

[WWW.IIMCIP.COM/NEEDP/](http://WWW.IIMCIP.COM/NEEDP/)

Total cash reward worth  
**Rs. 7.5 Cr**

**Assured grants for  
270 Entrepreneurs from  
North East India**

## ABOUT THE PROGRAM

North East Entrepreneurship Development Program (NEEDP) is an initiative of NEC (North Eastern Council) implemented in association with IIM Calcutta Innovation Park, aimed at creating an inclusive entrepreneurial ecosystem that can help foster, Socio-Economic Development and Employment Generation in the North East region. As a part of this initiative, North East Entrepreneurship Challenge (Hunt) is being organized for existing and aspiring entrepreneurs across all the eight states of North East to identify a target group of 270 entrepreneurs through a systematic, transparent selection process ensuring representation from each state. These startups will be taken through incubation (for revenue stage startups) and pre-incubation (for pre revenue stage startups) programs - which will help them to commercialize and grow their businesses.

## PROGRAM BENEFITS

- For Incubation group: Rs 3 lakhs commercialization grant for 120 startups, additional Rs.7 lakhs for top 20 performers
- For Pre-incubation group: Rs 1 lakhs prototype grant for 150 startups, additional Rs.4 lakhs for top 25 performers.
- Connect to strong network of mentors drawn from pool of seasoned entrepreneurs, angel investors and people from senior managerial level in corporate sector.
- Access to structured incubation curriculum. Bootcamps and knowledge sessions will be conducted by speakers drawn from the IIMC faculty, alumni, ecosystem partners and domain experts.

## ELIGIBILITY CRITERIA

- **Pre-incubation:**
  - 1.The applicant must be a citizen of India.
  - 2.The applicant must be a permanent resident from any of the 8 North Eastern states in India.
  - 3.The applicant should have an idea or a working prototype with commercial viability.
- **Incubation:**
  - 1.The applicant must be a citizen of India.
  - 2.The applicant must be a permanent resident from any of the 8 North Eastern states in India.
  - 3.The applicant should either be at early revenue stage or should have established a Proof of Concept for the business model.
  - 4.It is mandatory for at least one of the applicants in the team to work full time on the business.

## IMELINE

2nd Sep 2022

Registration starts

Last Date for  
Application

31st Oct 2022

15th Nov 2022

Announcement of  
Shortlisted  
Candidates

Selection Events

16th Nov- 15th Dec  
2022

Jan 2023

Start of Incubation/  
Pre-Incubation



ADVANCING  
NORTH EAST



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OR

**Nominate Your Friend**

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