

Aqua connect, Indian Start up Recognized as One of The World Changing Ideas (WCI) 2020

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Chennai, May 10, 2020 ([Issuewire.com](https://www.issuewire.com)) - Aqua connect, Chennai based pioneer Indian aquaculture technology venture has recognized as one of Fast Company's World Changing Ideas 2020. World Changing Ideas Award is a global award dedicated to honoring the businesses, policies, projects, and concepts that are actively engaged and deeply committed to flattening the curve when it comes to the climate crisis, social injustice, or economic inequality.

The awards and recognition are given based on the most creative solutions and the most potential for impact and scalability. Various organizations from across the globe took part this year with more than 3000 entries. Aqua Connect is one of the few Asian start-ups to have received this prestigious recognition as an honorable mention.

India's aquaculture industry is growing at a rapid pace but still lack the technological adaptation. Aqua Connect is innovating in the field of Aquaculture technology by providing an Artificial Intelligence-driven mobile advisory solution Farm MOJO to Indian shrimp & fish farmers. Aquaconnect's Farm MOJO mobile app uses machine learning technology to analyse feed and growth patterns in relation to animal health. The app provides insights to the farmers and suggests appropriate advice for better disease management.

Aqua connect received this special recognition for an initiative that aims to enhance Farm Mojo's disease prediction model in collaboration with Prof. Kenton Morgan and IDH, The Sustainable Trade Initiative. This project aims to link aquatic epidemiology to the sector and benefit 120 ha of farm area in India in the next two years. Considering these initiatives Aqua connect has been selected as an honoree of Fast Company's World Changing Ideas Awards 2020.

“We are honored and delighted to recognize as one of Fast Company’s World Changing Ideas. It is truly an endorsement for our initiatives to promote AI for sustainable aquaculture practices. Our aim is to continuously evolve with the futuristic technologies that facilitate the best solutions to the problems in the aquaculture sector”. Said Rajamanohar Somasundaram, CEO, Aqua connect.

Aqua connect has come a long way from its start in 2017, through various technological support for Indian shrimp & fish farmers, and finally, an organization that is appreciated by the world’s leading progressive business media brand, the Fast Company. Aqua connect solves problems related to aquaculture with innovative technologies and a deep understanding of the ground problems.

This is not the first time Aqua connect entered international limelight. The company won the Indonesian Seafood innovation Project award in 2019. Now Aqua connect is all set to sail to the Indonesian shore by the end of 2020.

The company is a brainchild of Rajamanohar Somasundaram, who is popularly known as the Aqua man of India for making the AI-driven farm advisory tool more accessible, for farmers in the rural and coastal regions of the country. World Economic Forum has recognized him as a “Young Global Leader in 2012” by considering the leadership and contribution in the field of mobile communication and information services.

Through his venture Aqua connect, Raj and his team are promoting sustainable aquaculture (growing fish and shrimp) through technology intervention and he envisions Artificial intelligence technology, IoT, and satellite remote sensing which can improve the productivity of Indian aquaculture industry and make India the world's aquaculture hub.

Webpage:

<https://aquaconnect.blue/>

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