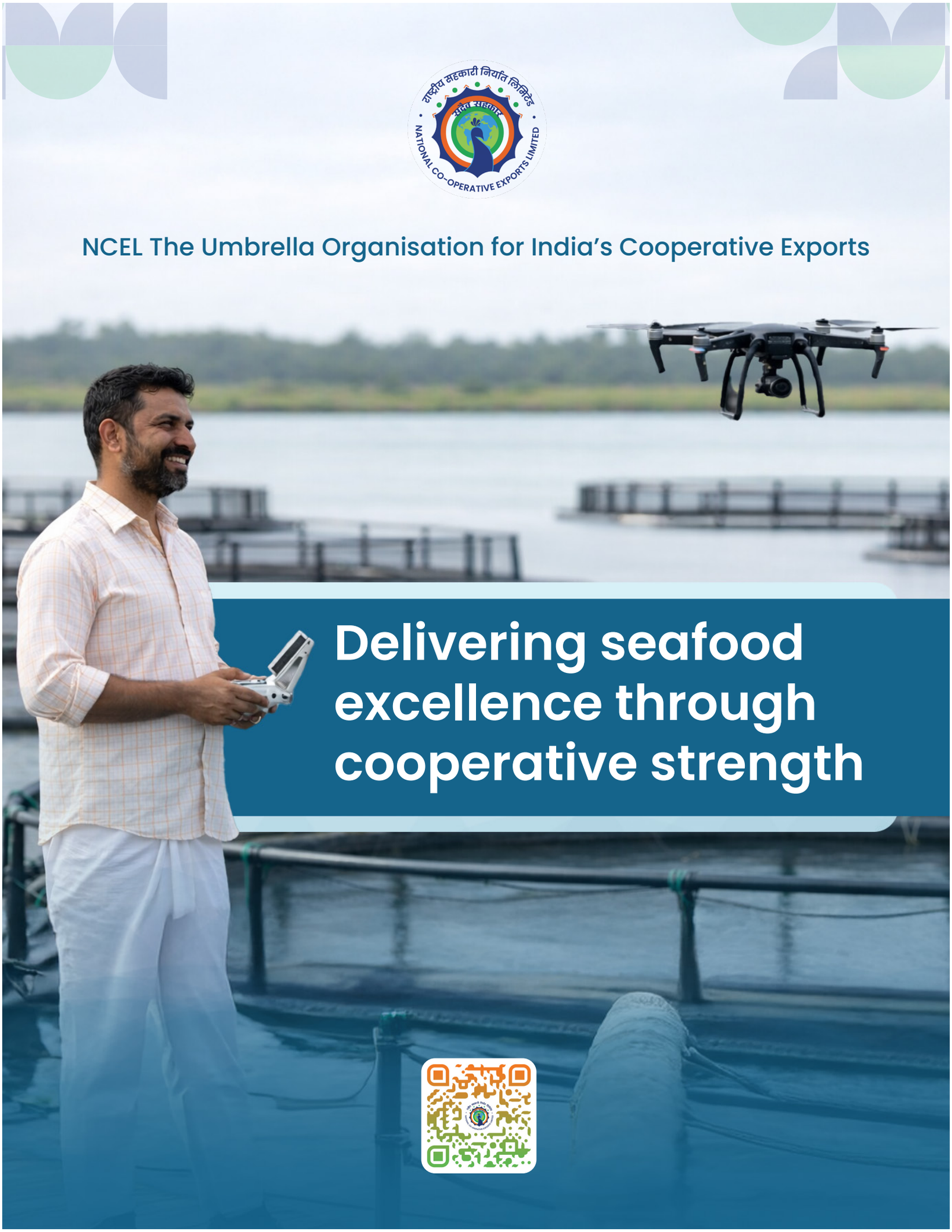
NCEL The Umbrella Organisation for India's Cooperative Exports



Delivering seafood excellence through cooperative strength

The Nodal Agency for India's Cooperative Exports

National Co-operative Exports Limited (NCEL) is a Government-approved, multi-state cooperative enterprise uniting India's farmers, cooperatives, and global buyers under one vision – "Sahakar Se Samriddhi" (Prosperity Through Cooperatives). NCEL is promoted by major cooperative institutions, including our Chief Promoter, Amul. With direct linkages to over 16,500 cooperative societies and 16 million farmers, we ensure that every product exported carries the story of India's soil, skill, and sincerity.

Quick Facts

USD 615 million cumulative turnover since our creation in 2023

40 commodities
29 countries served

End-to-end supply chain from farm to port

Value-maximisation model benefiting farmers and buyers

Ensuring Quality • Serving the World

Delivering Seafood Excellence Through Cooperative Strength

NCEL's Marine Vertical was established with a clear purpose—to bring together fish farmers and coastal cooperatives across the shores of India and integrate them into a transparent, compliant, and globally competitive seafood value chain. What began as a grassroots effort to organise and empower the Indian marine farmers has now evolved into a robust ecosystem built on trust, traceability, and technical excellence. This structured integration has created a fully traceable farm-to-export network, where every harvest can be mapped back to its source with complete transparency.

Key Highlights

- Strong sourcing ecosystem built through 1,000+ FPOs and farmer networks.
- Nearly 3,000 MT of Black Tiger and Vannamei shrimp aggregated through a farmer-led sourcing model, valued at over USD 9 million.
- Bulk procurement operations spanning coastal regions of Andhra Pradesh, Tamil Nadu, and Odisha.
- In-house QR-enabled traceability system providing complete transparency from farm gate to processing unit.

Product Range

Shrimp (Litopenaeus vannamei & Penaeus monodon)

Tuna

Mackerel

Crab

Ribbon Fish

Squid

Supported by

A Legacy of Excellence – Connecting India's Farmers with the World's Kitchens.

Why NCEL

- **Direct from Indian farmers** Sourced through cooperative societies and FPOs
- **End-to-end traceability,** crate-wise tracking from pond to port
- **Antibiotic-free assurance** Full compliance with MPEDA & EU health standards
- **Customised counts & packaging** Based on your market requirements
- **Purpose-led model** Sharing profits across cooperatives to ensure collective benefit for farmer members and all supply chain stakeholders
- **Risk-minimised trade** Backed by daily procurement and government-supported ecosystems
- **Large** scale capacity to serve diverse international orders

Quality & Compliance

Every Shrimp Passes Global Benchmarks

1. **Antibiotic-Free Assurance:**
   Strict procurement protocols ensure sourcing exclusively from farms adhering to zero-antibiotic usage, supported by routine residue screening and farmer-level compliance audits.

2. **Batch-Level Traceability:**
   Crate-wise digital traceability capturing farm ID, pond history, feed logs, harvest data, and cold-chain timestamps for complete upstream and downstream transparency.

3. **Certified Farm Sourcing:**
   Farmer groups supported in obtaining certifications such as BAP, ASC, HACCP-aligned compliance, ensuring alignment with global sustainability and food safety benchmarks.

4. **Microbial & Pathogen Screening:**
   Strict procurement and processing protocols around microbial and pathogen screening are adhered to.

5. **Export-Grade Processing Standards:**
   Processing aligned with EU, USFDA, and GCC market regulations, incorporating metal detection, allergen control, sanitation SOPs, and environmental hygiene compliance.

6. **Pre-Shipment Quality Verification:**
   Mandatory Pre-Shipment Inspection (PSI) including organoleptic evaluation, microbiological profiling, and antibiotic residue testing conducted as per EIC/MPEDA and importing-country standards.

Packaging & Logistics

Flexible Solutions for Every Market

1. **Multiple Packing Formats:**
   Availability of HOSO, HLSO, Block Frozen, and IQF (Individually Quick Frozen) formats tailored to buyer specifications.

2. **Diverse Export-Grade Packing Solutions:**
   Products are packed in air-vacuum packs, air-sealed tub packs, and raw thermocol or corrugated boxes (10kg/20kg) for air consignments, along with jumbo master cartons designed to maintain product integrity during long-distance cold-chain transport.

3. **Custom Branding & Co-Branding:**
   Private-label and co-branding support, including customised carton designs, labelling, and export-market compliant artwork.

4. **Efficient Load Planning:**
   Container stuffing optimised for space utilisation and temperature stability, ensuring minimal transit variation.

5. **Global Shipment Readiness:**
   Support for multi-market packing standards, including USFDA, EU, and GCC labelling and documentation norms.

Certifications & Affiliations

1. **EIA & MPEDA Registered:**
   Sourcing and export operations aligned with Export Inspection Agency (EIA) and Marine Products Export Development Authority (MPEDA) regulatory frameworks.

2. **Country-Specific Approval Codes:**
   Capability to supply through processing units holding EU, USFDA, China, Vietnam, Japan, GCC, and other market-specific approval codes, ensuring eligibility for diverse global destinations

3. **Approved Processing Units:**
   Partnerships with EIC-approved, HACCP-certified, and internationally compliant processing facilities meeting stringent food safety and hygiene standards.

4. **Sustainability & Farm Certifications:**
   Support for farmer groups/cooperatives working toward BAP/ASC-aligned practices, enhancing global sustainability readiness.

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