



NCEL Internship Opportunity 2026

Topic: Market Research

About NCEL

The National Cooperative Exports Ltd. (NCEL) was set up in 2023 by the Ministry of Cooperation and established under the Multi-State Cooperative Societies Act of 2002. NCEL is strategically positioned to contribute to India's ambitious objective of achieving a 5% share in global agricultural exports by 2030.

The core objective of NCEL is to promote and facilitate exports of agricultural commodities produced by Cooperatives, Farmer Producer Organizations (FPOs), and other farmer collectives. As the national-level organization tasked with this mandate, NCEL works closely with various stakeholders across the agricultural value chain to enhance market linkages, improve quality and standards, and provide necessary support services to boost the competitiveness of Indian agricultural and allied sector exports.

NCEL is backed by India's largest cooperative institutions — AMUL, IFFCO, KRIBHCO, NAFED, and NCDC — and is now building a branded spices business to serve both domestic and international markets. All cooperative societies in the country, from the level of primary to apex, that are interested in exports, are eligible to become NCEL members.

Internship Overview

NCEL is offering an exciting market research internship opportunity for talented and motivated individuals to support our domestic spices brand strategy.

As an intern, you will conduct structured face-to-face consumer research across Indian cities, travelling across metros and smaller towns, to map real household spice buying behaviour, preferences, and unmet needs. This is primary fieldwork that will directly inform product, portfolio, and go-to-market decisions.

What You Will Explore

- Category habits: How often do people buy spices? Whole, ground, or blended?
- Purchase behaviour: Which brands? Which channels? Why loose over packaged or vice-versa?
- Drivers & barriers: What builds trust in a spice brand? What stops consumers from switching?
- Regional nuance: How do spice preferences and cooking occasions vary across geographies?
- Competitive landscape: Brand awareness, trial, preference, and switching patterns
- Unmet needs & innovation spaces: Gaps the current market is not addressing

Eligibility

- Current students or recent graduates from Marketing, Sociology, Economics, Food Sciences, Agriculture and allied courses, Data Analysis.
- Strong academic background and excellent analytical and observational skills
- Proficiency in MS Office and relevant data tools
- Excellent communication and interpersonal skills — ability to conduct structured interviews with ease
- Willingness to travel across India and work independently in the field

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Website: www.ncel.coop





- Ability to work both independently and as part of a distributed research team

Responsibilities

- Conduct face-to-face structured consumer interviews with household spice buyers across assigned cities
- Map category usage patterns, purchase behaviour, brand perception, and unmet needs
- Ensure accurate data collection using structured questionnaires and digital tools
- Collate, clean, and organise field data for analysis
- Prepare zone-level findings reports and assist in identifying key patterns and insights
- Participate in debrief sessions and present findings to the NCEL team
- Support additional research tasks and documentation as assigned

Duration & Benefits

Duration : 4-6 weeks (subject to extension based on the project demand)

Benefits : TA/DA will be provided

How To Apply

Interested candidates should submit the following documents on or before **15 June 2026**.

- Updated CV / Resume
- Completed Educational Background Sheet (available in the application form link below) — covering academic qualifications, relevant coursework, and any prior internship or project experience

Apply here: [*Interest Form*](#)

Selection Process

- Shortlisted candidates will be invited for an interview via phone call or Zoom
- Interview may include subject-matter questions related to consumer research, FMCG, and the spices category

National Cooperative Exports Ltd. (NCEL) is an equal opportunity employer and welcomes applications from all qualified candidates.

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