

## **National Egg Coordination Committee (NECC)**

### ***- A movement of Farmers, for the Farmers***

The NECC played a crucial role in promoting the production and consumption of eggs and is trying to lead the poultry sector to the path of profitability. NECC advertising campaign, which used to appear regularly on television in the early 1990s, certainly caught the imagination of the nation. A catchy tune combined with visuals was used to promote the consumption of eggs. The campaign's creativity won many accolades. But its success was really felt when egg consumption went up significantly and this benefited farmers across the country. In effect, it was farmers (more than 25000), under the banner of the NECC, who began the movement, causing a revolution of sorts. With its faith in farmers and in marketing techniques and its commitment towards the cause of agriculture, the NECC has contributed towards bolstering India's poultry sector.

In 1981, the egg industry was hit by an unprecedented crisis. At that time, traders who did not take into account the cost of production or the demand and supply situation determined the price of egg. Eggs were procured at artificially lowered prices. Once they built up enough stock, prices would be increased. During the high-price season traders did not buy eggs from the farmers. The price of egg was thus manipulated so that eggs could be bought at a low price and sold at a higher price. Obviously, this system did not benefit either the producer or the consumer. The NECC has expanded its scope to include:

- The fixing of remunerative egg prices across the country;
- Price support operations in cooperation with the National Agricultural Cooperative Marketing Federation of India (NAFED);
- Market intervention through Agrocorpex India Limited (ACIL), a marketing company with only poultry farmers as shareholders, promoted by the NECC;
- Rural market development by promoting distribution channels; Including eggs in the Noon Meal Programme for school children introduced by the government of Tamil Nadu;
- Mass communication programmes to promote egg consumption.