

### Media Coverage

Publication	Date	Edition	Headline	Size
Dailypioneer	21 Jan 2022	Vijayawada	77% firms believe startups aiding job scenario in India	140

## 77 % firms believe startups aiding job scenario in India

**PNS ■ MUMBAI**

With India being one of the largest hubs for startups in the world, a survey has revealed that 77 per cent of respondents believe these new-age firms have

a positive role in boosting the employment scenario in the country.

According to the survey by human resource solutions organisation Genius Consultants, over 77 per cent of respondents agree

that the startup space has a positive role in aiding the transformation of the employment scenario in India. The respondents strongly agree that startups have helped in creating more job opportunities and have

employed many budding talents and given them a space to grow organically, it added.

The survey was conducted online by Genius Consultants among 1,121 HR heads and C-suite executives across sectors,

including banking and finance, construction and engineering, education, FMCG, hospitality, IT manufacturing, media, oil and gas, pharma, real estate, retail, telecom, auto and ancillary, among others.

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