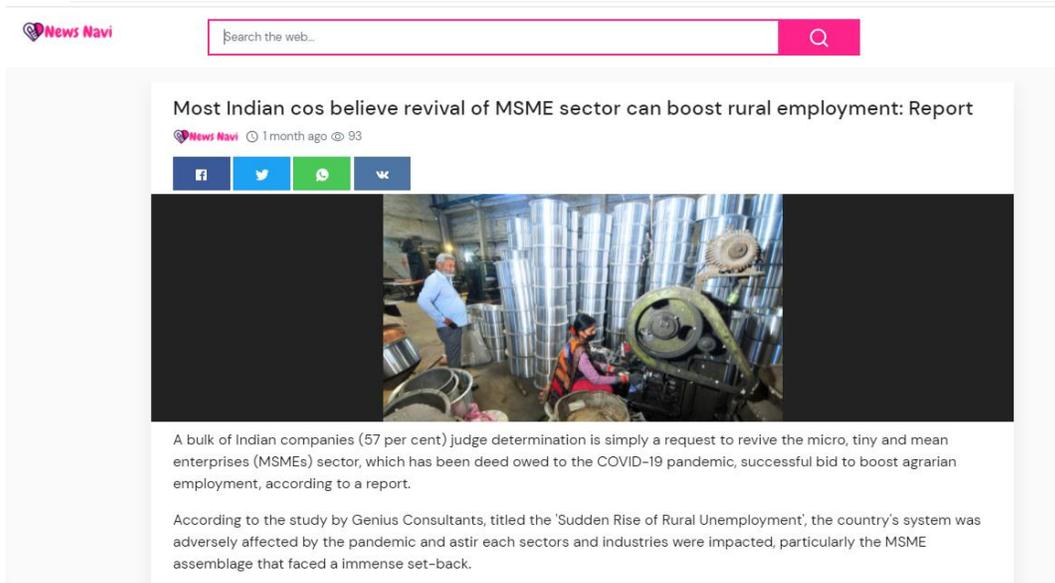


Media Coverage

Publication	Date	Edition	Link	Headline
News Navi	19 Sep 2021	Online	https://newsnavi.org/most-indian-cos-believe-revival-of-msme-sector-can-boost-rural-employment-report-29557.html	Most Indian cos believe revival of MSME sector can boost rural employment: Report



A bulk of Indian companies (57 per cent) judge determination is simply a request to revive the micro, tiny and mean enterprises (MSMEs) sector, which has been deed owed to the COVID-19 pandemic, successful bid to boost agrarian employment, according to a report. According to the study by Genius Consultants, titled the 'Sudden Rise of Rural Unemployment', the country's system was adversely affected by the pandemic and astrir each sectors and industries were impacted, particularly the MSME assemblage that faced a immense set-back. The report, which is based connected a survey, said astrir of the respondents believed that the crushed down the precocious unemployment complaint is the deficiency of employment opportunities disposable successful the areas concerned. The survey is covered 1,100 concern leaders betwixt August 1 and September 10. They see those successful sectors specified arsenic banking and finance, operation and engineering, education/ teaching/ training, FMCG, hospitality, HR solutions, IT, ITeS, and concern processing outsourcing, logistics, and manufacturing, among others. The study further showed that much than 57 per cent of the full respondents powerfully agreed that the revival of MSMEs would assistance successful improving the existent employment situation.

About 14.3 per cent of the respondents judge that the crushed down the agrarian unemployment was the lockdown restrictions, and different 14.3 per cent said it was

To read more click on the link

owed to the emergence successful the COVID-19 cases, according to the report. The remaining respondents believed that it is simply a effect of each reasons mentioned supra that led to a spike successful unemployment successful agrarian areas, it added. Meanwhile, the study recovered that implicit 85 per cent of respondents stated that the manufacturing sector, which has been witnessing a slowdown, has been a large contributor to the emergence successful unemployment successful the agrarian areas. As factories and accumulation are 1 of the large contributors of agrarian employment and with the pandemic halting businesses, the manufacturing assemblage has majorly impacted agrarian unemployment compared to the work sector, it said. Genius Consultants Chairman and Managing Director R P Yadav said, "Rural unemployment has ever been a large interest adjacent earlier the pandemic. With businesses and manufacturing slowing down, the concern has deteriorated adjacent further." Yadav added that determination is simply a dire request to bring successful a swift people of enactment to elevate employment opportunities successful the agrarian parts of the country.