

Media Coverage

Publication	Date	Edition	Link	Headline
Business Today	19 Sep 2021	Online	https://www.businesstoday.in/latest/economy/story/most-indian-cos-believe-revival-of-msme-sector-can-boost-rural-employment-307052-2021-09-19	Most Indian cos believe revival of MSME sector can boost rural employment

The screenshot shows the Business Today website interface. At the top, there are navigation links for various news channels and the date 'Monday, September 20, 2021 | Updated 11:08 IST'. The main navigation bar includes 'HOME', 'MAGAZINE', 'ECONOMY', 'CORPORATE', 'MARKETS', 'MONEY', 'INDUSTRY', 'TECHNOLOGY', and 'OPINION'. The article title is 'Most Indian cos believe revival of MSME sector can boost rural employment'. Below the title, a sub-headline reads: 'According to the report by Genius Consultants, India's economy was adversely affected by the pandemic and almost all sectors and industries were impacted, especially the MSME sector that faced a huge setback'. There is an advertisement for IBS (ICFAI Business School) with a 'Feedback' button and an 'APPLY NOW!' button. At the bottom of the screenshot is a photograph of a person working in a textile factory.

A majority of Indian companies (57 per cent) believe there is a need to revive the micro, small and medium enterprises (MSMEs) sector, which has been hit due to the COVID-19 pandemic, in order to boost rural employment, according to a report. According to the report by Genius Consultants, titled the 'Sudden Rise of Rural Unemployment', the country's economy was adversely affected by the pandemic and almost all sectors and industries were impacted, especially the MSME sector that faced a huge set-back.

To read more click on the link