

Media Coverage

Publication	Date	Edition	Link	Headline
Money9	19 Sep 2021	Online	https://hindi.money9.com/economy/msme-reforms-in-msme-sector-can-boost-rural-employment-report-35838.html	Reforms in MSME sector can boost rural employment: Report



57 percent of India's companies believe that there is a need to reform micro, small and medium enterprises (MSMEs) to boost rural employment. The MSME sector has been badly affected due to the Kovid-19 pandemic. According to the survey report of 'Sudden Rise of Rural Employment' by Genius Consultants, all the industries of the country have been affected due to Corona epidemic, especially the MSME sector has suffered a major setback. 57 percent of the companies involved in this survey believe that improving MSMEs will boost employment in rural areas.

The report is based on the survey

This report based on the survey has been told that most of the respondents believe that the reason for the high unemployment rate is the lack of employment opportunities available in the MSME sectors. This survey was conducted between August 1 and September 10, in which about 1100 business leaders took part. The survey has been done in sectors like Banking & Finance, Construction & Engineering, Education & Training, FMCG, HR Solutions, IT, ITeS, and Outsourcing.

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