

### Media Coverage

Publication	Date	Edition	Link	Headline
The Times Of Truth	19 Sep 2021	Online	<a href="https://www.thetimesoftruth.com/msme-sector-57-cos-say-msme-revival-wanted-to-assist-rural-job-market/">https://www.thetimesoftruth.com/msme-sector-57-cos-say-msme-revival-wanted-to-assist-rural-job-market/</a>	MSME sector: '57% cos say MSME revival wanted to assist rural job market'

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# MSME sector: '57% cos say MSME revival wanted to assist rural job market'

By mayoadmin - September 20, 2021

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MUMBAI: A majority of Indian corporations (57 per cent) consider there's a must revive the micro, small and medium enterprises (MSMEs) sector, which has been hit as a result of COVID-19 pandemic, as a way to increase rural employment, in keeping with a report. In accordance with the report by Genius Consultants, titled the 'Sudden Rise of Rural Unemployment', the nation's financial system was adversely affected by the pandemic and virtually all sectors and industries have been impacted, particularly the MSME sector that confronted an enormous set-back.

The report, which relies on a survey, stated a lot of the respondents believed that the explanation behind the excessive unemployment fee is the dearth of employment alternatives accessible within the areas involved.

The survey is roofed 1,100 enterprise leaders between August 1 and September 10. They embrace these in sectors equivalent to banking and finance, development and engineering, training/ educating/ coaching, FMCG, hospitality, HR options, IT, ITeS, and enterprise processing outsourcing, logistics, and manufacturing, amongst others.

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