

### Media Coverage

Publication	Date	Edition	Link	Headline
Widelyvision	19 Sep 2021	Online	<a href="https://widelyvision.com/business/most-indian-companies-believe-revival-of-msme-sector-can-boost-rural-employment-report-times-of-india/">https://widelyvision.com/business/most-indian-companies-believe-revival-of-msme-sector-can-boost-rural-employment-report-times-of-india/</a>	Most Indian companies believe revival of MSME sector can boost rural employment: Report – Times of India



MUMBAI: A majority of Indian corporations (57 per cent) imagine there's a must revive the micro, small and medium enterprises (MSMEs) sector, which has been hit because of the Covid-19 pandemic, with the intention to enhance rural employment, in line with a report. In accordance with the report by Genius Consultants, titled the 'Sudden Rise of Rural Unemployment', the nation's economic system was adversely affected by the pandemic and virtually all sectors and industries had been impacted, particularly the MSME sector that confronted an enormous set-back. The report, which is predicated on a survey, mentioned many of the respondents believed that the explanation behind the excessive unemployment charge is the dearth of employment alternatives obtainable within the areas involved. The survey is roofed 1,100 enterprise leaders between August 1 and September 10. They embrace these in sectors resembling banking and finance, development and engineering, training/ instructing/ coaching, FMCG, hospitality, HR options, IT, ITeS, and enterprise processing outsourcing, logistics, and manufacturing, amongst others. The report additional confirmed that greater than 57 per cent of the entire respondents strongly agreed that the revival of MSMEs would support in enhancing the present employment state of affairs. About 14.3 per cent of the respondents imagine that the explanation behind the agricultural unemployment was the lockdown restrictions, and one other 14.3 per cent mentioned it was because of the rise within the Covid-19 circumstances, in line with the report.

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