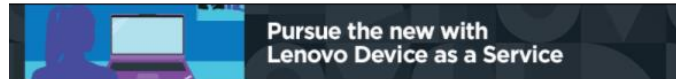


### Media Coverage

Publication	Date	Edition	Link	Headline
Yourstory	19 Sep 2021	Online	<a href="https://yourstory.com/smbstory/rural-employment-msme-covid-19-pandemic/amp">https://yourstory.com/smbstory/rural-employment-msme-covid-19-pandemic/amp</a>	There is a dire need to revive MSME sector for boosting rural employment: Report

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NEWS

## There is a dire need to revive MSME sector for boosting rural employment: Report

By Press Trust of India | September 17, 2021



To boost rural employment, around 57 percent of Indian companies believe there is a need to revive the MSME sector, which has been hit due to the COVID-19 pandemic, according to a report by Genius Consultants.

Titled 'The Sudden Rise of Rural Unemployment', the report states India's economy was adversely affected by the pandemic, and almost all sectors and industries were impacted, especially the MSME sector, which faced a huge setback.

The report, based on a survey, said most of the respondents believed the reason behind the high unemployment rate is the lack of employment opportunities available in the areas concerned.

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