

### Media Coverage

Publication	Date	Edition	Link	Headline
User walls	21 Jan 2022	Online	<a href="https://www.userwalls.com/n/77-cos-startups-aiding-employment-scenario-india-report-2708352/">https://www.userwalls.com/n/77-cos-startups-aiding-employment-scenario-india-report-2708352/</a>	77% cos believe startups aiding employment scenario in India: Report

The screenshot shows a news article on the User Walls website. The article title is "77% cos believe startups aiding employment scenario in India: Report". It is categorized under "Business / Finance News Today". The article is attributed to Business Standard and was posted 15 hours ago. The article content mentions a survey by Genius Consultants, stating that 77% of respondents believe startups have a positive role in boosting the employment scenario in India. The article includes social media sharing icons for Twitter, Facebook, LinkedIn, WhatsApp, Pinterest, Telegram, and Messenger.

According to the survey by human resource solutions organisation Genius Consultants, over 77 per cent of respondents agree that the startup space has a positive role in aiding the transformation of the employment scenario in India.

The respondents strongly agree that startups have helped in creating more job opportunities and have employed many budding talents and given them a space to grow organically, it added.

The survey was conducted online by Genius Consultants among 1,121 HR heads and C-suite executives across sectors, including banking and finance, construction and engineering, education, FMCG, hospitality, IT manufacturing, media, oil and gas, pharma, real estate, retail, telecom, auto and ancillary, among others.

The survey further revealed that the IT sector is the largest contributor in the startup ecosystem in generating employment at 33 per cent, followed by healthcare (26 per cent), hospitality (25 per cent) and e-commerce (16 per cent).

To read more click on the link