

Media Coverage

Publication	Date	Edition	Link	Headline
Eepc India	19 Sep 2021	Online	https://www.eepcindia.org/new_s_details.aspx?ms=23&id=N210920132421&news=Most%20companies%20believe%20revival%20of%20MSMEs%20can%20boost%20rural%20employment:%20Report	Most Indian cos believe revival of MSME sector can boost rural employment: Report

The screenshot shows the EEPcindia website interface. At the top, there are logos for EEPcindia, Make in India, NABET, 75th Anniversary, and Indian Engineering. Below the logos is a navigation menu with options like 'About Us', 'Members', 'Events', 'Market Info', 'Policy Info', 'Media Room', 'Resources', 'Publications', and 'Contact Us'. The main content area displays a news article with the title 'Market Info > News' and a sub-header 'ORIGINAL SOURCE PDF'. The article text reads: 'Most companies believe revival of MSMEs can boost rural employment: Report', '14.3% of respondents say lockdown restrictions led to rural unemployment', 'Survey covered 1,100 business leaders between Aug 1 and Sept 10', and 'Press Trust of India'. The article body starts with 'Mumbai, September 17A majority of Indian companies (57 per cent) believe there is a need to revive the micro, small and medium enterprises (MSMEs) sector, which has been hit due to the Covid-19 pandemic, in order to boost rural employment, according to a report. According to the report by Genius Consultants, titled the 'Sudden Rise of Rural Unemployment', the country's economy was adversely affected by the pandemic and almost all sectors and industries were impacted, especially the MSME sector that faced a huge set-back. The report, which is based on a survey, said most of the respondents believed that the reason behind the high unemployment rate is the lack of employment opportunities available in the areas concerned.'

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The respondents

The survey covered 1,100 business leaders between August 1 and September 10.

They include those in sectors such as banking and finance, construction and engineering, education/ teaching/ training, FMCG, hospitality, HR solutions, IT, ITeS, and business processing outsourcing, logistics, and manufacturing, among others.

The report further showed that more than 57 per cent of the total respondents strongly agreed that the revival of MSMEs would aid in improving the current employment situation.

About 14.3 per cent of the respondents believe that the reason behind the rural unemployment was the lockdown restrictions, and another 14.3 per cent said it was due to the rise in the Covid-19 cases, according to the report. The remaining respondents believed that it is a result of all reasons mentioned above that led to a spike in unemployment in rural areas, it added.

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