

Media Coverage

Publication	Date	Edition	Link	Headline
Economic Times	19 Sep 2021	Online	https://economictimes.indiatimes.com/small-biz/sme-sector/most-indian-companies-believe-revival-of-msme-sector-can-boost-rural-employment-report/articleshow/86337214.cms?from=mdr	Most Indian companies believe revival of MSME sector can boost rural employment: Report

The screenshot shows the article page on The Economic Times website. The main headline is "Most Indian companies believe revival of MSME sector can boost rural employment: Report". The article includes a synopsis, a photo of hands holding a smartphone, and several promotional banners for DHL, "GET THE EDGE" (Rise Top MSMEs 21), and "IN THE SPOTLIGHT".

Synopsis
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.

MUMBAI: A 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.

The survey is 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.

To read more click on the link