

Media Coverage

| Publication | Date | Edition | Link | Headline |
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| Etv bharat | 17 Sep 2021 | Online | https://englishamp.etvbharat.com/article/english/most-indian-cos-believe-revival-of-msme-sector-can-boost-rural-employment-report/na20210917203512177 | Most Indian cos believe revival of MSME sector can boost rural employment: 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. 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.

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