

The Role of MSME in Employment Generation in Tirunelveli City

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Abstract: *The Micro, Small, and Medium Enterprises (MSME) sector has emerged as a significant contributor to economic growth and employment generation in India. This research paper aims to investigate and analyze the role of the MSME sector in employment generation in India. The study examines the current status of the MSME sector, identifies the factors influencing employment generation, explores the challenges faced by the sector, and suggests policy measures to enhance its contribution to employment. This paper is based on primary data from 135 respondents. Structured questionnaires were conducted with MSME owners, employees, local industry experts, and government officials to gather first hand insights into employment trends, recruitment practices, skill requirements, and labour challenges. The paper concludes by recommending strategies for promoting the growth of the MSME sector, including facilitating access to credit, improving infrastructure, streamlining regulations, and promoting skill development initiatives.*

Keywords: Sustainability, Labour, Employment, MSMEs

