Government e-Marketplace

Prelims (GS – I) *- Public Policy.*

Mains (GS III) *– Economic Development and Inclusive Growth.*

Why in the news?

Government e-Marketplace (GeM) aims to boost start-up participation through upcoming events like Startup Mahakumbh 2025

- It is India's ***public procurement portal*** for purchasing goods and services by central and state government ministries, Departments, Public Sector Units (PSUs), and affiliated entities.
- **Launched in -** 2016
- **Aim -** To make the public procurement process transparent, efficient, and inclusive.
- **Developed by -** Directorate General of Supplies and Disposals **(**DGS&D) in collaboration with MeitY (Ministry of Electronics and Information Technology) and National e-Governance Division (NeGD).
- GeM is now managed by *GeM SPV (Special Purpose Vehicle**),*** a 100% government-owned company under the *Ministry of Commerce & Industry.*
- **Three Pillars of GeM**
  - **Efficiency -** Ensures cost and time savings
  - AI-driven procurement reduces process time.
  - **Transparency -** Digital footprint ensures no manipulation in transactions.
  - AI tools prevent fraudulent activities.
  - **Inclusion -** Focus on women-led MSMEs, artisans, Farmer Producer Organizations (FPOs).
  - 50% of businesses on GeM come from MSMEs.
- **Advantages of GeM**
  - **Centralized Platform** – Unified portal for government buyers & suppliers.
  - **Policy Reforms** – Modernized regulations ensure compliance & efficiency.
  - **MSME Boost** – Supports small businesses & startups in government contracts.
  - **Automation & Transparency** – Tech-driven system reduces delays & enhances accountability.
- **Achievements**
  - Business transactions increased from its first year to 2024.
  - Contributed to major government projects, including India’s lunar mission (Chandrayaan 3).

References

1. GeM| GeM and its advantages

2. Economics Times | Pillars of GeM