

SWAYATT Initiative on GeM

Why in news?

SWAYATT Initiative on Government e-Marketplace (GeM) is celebrating its 6th anniversary in public procurement.

- **SWAYATT** - Startups, Women & Youth Advantage through eTransactions.
- **Launched in** - 2019, by Ministry of Commerce and Industry.
- **Objectives** - To establish direct market linkages to annual public procurement for startups, women entrepreneurs, Micro & Small Enterprises (MSEs), Self Help Groups (SHGs) and youth, especially those from backward sections of the society.
- To enhance ease of doing business.

***Government e-Marketplace (GeM)** is an online platform launched in 2016, for the procurement of goods and services by the government. It addresses the challenges of “access to market”, “access to finance” and “access to value-addition” through proper e-market linkages in public procurement.*

- **Focus**
 - Facilitating the training and on boarding of last-mile sellers
 - Developing women entrepreneurship
 - Encouraging participation and small-scale businesses in government procurement.
- **Activities** - It comprises “Startup Runway” and “Womaniya” storefronts for dedicated listings, ensuring wider visibility of startups, women entrepreneurs and youth.
- **Progress** - Women entrepreneurs comprise 8% of the total seller base on GeM, with cumulative 1,77,786 Udyam-verified women micro, and small enterprises (MSE) registered on the GeM portal.
- **Future target** - GeM aims to onboard 1 lakh DPIIT-registered startups, doubling women entrepreneurs and raising their procurement share from 3.78%.

GeM signed an MoU with FICCI Ladies Organisation (FICCI-FLO), representing over 9,500 women entrepreneurs, on February 19, 2025.

Reference

[PIB| SWAYATT initiative on GeM](#)



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