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

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