

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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