

## 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](#)

