

GOVERNMENT OF INDIA
MINISTRY OF COMMERCE & INDUSTRY
DEPARTMENT OF COMMERCE
RAJYA SABHA
UNSTARRED QUESTION NO-706
ANSWERED ON 25/07/2025

EXPANSION OF REACH OF GeM

706. SHRI SUJEET KUMAR

Will the Minister of COMMERCE AND INDUSTRY be pleased to state :-

- (a) specific steps that are being taken by Government to further expand the reach of the Government e-Marketplace (GeM) among MSMEs, startups and women entrepreneurs, if so, the details thereof;
- (b) whether Government has set any specific targets or benchmarks for increasing the participation of entrepreneurs from SCs and STs on the GeM platform, if so, the details thereof;
- (c) whether Government has conducted any study on the impact of GeM in promoting economic growth, inclusivity and market access for marginalized groups; and
- (d) if so, the key findings thereof?

ANSWER

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY

(SHRI JITIN PRASADA)

- (a) The Government has taken several initiatives to expand the reach of GeM among MSEs, startups, and women entrepreneurs, including:
 - Provision of Marketplace filters and product catalogue icons to distinguish product catalogues by MSMEs, Startups and Women entrepreneurs in Direct Purchase/ L1 mode of procurement.
 - Reduced Vendor Assessment Fees for Original Equipment Manufacturers (OEMs) and exemption from payment of caution money.
 - Forward market linkages for Women, Startups, Self Help Groups, Artisans & Weavers, One District One Product (ODOP), Farmers Producer Organisation (FPOs) etc. through the creation of 8 “#vocalforlocal” GeM Outlet Stores.
 - Application Programming Interface (API) integration with Udyam MSME database for 2-step seller auto-registration on the GeM platform.
 - Strategic relationships through Memorandum of Understanding (MoUs) with key players namely; Laghu Udyog Bharati, Federation of Indian Chambers of

Commerce & Industry Ladies Organization (FLO), Self Employed Women's Association (SEWA) among others from the Industry, Government and Not-for-profit sector,

- Participation in Industry exhibitions, fairs, roadshows and events, etc. held at India Trade Promotion Organisation (ITPO)/ India Exposition Mart Limited (IEMML)
- Immersive Onboarding (from seller registration to product catalogue upload on the portal) of sellers, catalogue success stories of sellers for enhanced interest and engagement among prospective sellers.

(b) For increasing the participation of entrepreneurs from SCs and STs, GeM provides marketplace filters to distinguish product catalogues by SC/ST entrepreneurs in Direct Purchase/ L1 mode of procurement thus facilitating compliance with the Public Procurement Policies for Micro and Small Enterprises (MSEs) Order, 2012 by Government Buyers.

(c) & (d) GeM had conducted a study through IIT Delhi during FY 2023-24. The key findings are as follows:

- i. **Economic Growth:** The economic impact of GeM was measured through the cost of procurement. It was found that GeM enables broader access to Government Buyers while reducing transportation and advertising costs as compared to other Government procurement portals. Overall user feedback indicated that GeM was seen as a cost-effective and value-driven platform, reinforcing its contribution to transparent and efficient public procurement.
- ii. **Inclusivity:** GeM's inclusivity was assessed based on its alignment with the Make in India policy and the opportunities it offers to startups, MSMEs, women-led businesses and SC/ST entrepreneurs. The findings reflected positive sentiment among stakeholders underscoring GeM's success in creating a supportive, inclusive, and diverse procurement environment.
- iii. **Market Access for Marginalized Groups:** The study highlighted significant growth of MSEs, startups and SC/ST entrepreneurs by providing them equal opportunity and facilitating ease of doing business.
