

GOVERNMENT OF INDIA  
MINISTRY OF COMMERCE & INDUSTRY  
(DEPARTMENT OF COMMERCE)

**LOK SABHA**  
**UNSTARRED QUESTION NO. 2860**  
**ANSWERED ON 18/03/2025**

**GOVERNMENT e-MARKETPLACE**

2860. SMT. HIMADRI SINGH:  
SHRI CAPTAIN BRIJESH CHOWTA:  
DR. NISHIKANT DUBEY:

Will the Minister of **COMMERCE & INDUSTRY** (वाणिज्य एवं उद्योग मंत्री) be pleased to state:

- (a) the details of measures taken by the Government to ensure that Government eMarketplace (GeM) remains an inclusive and accessible platform for small and women-led enterprises;
- (b) the details of capacity building and training programmes conducted to enable startups and women entrepreneurs to use GeM efficiently;
- (c) whether the Government is planning to introduce any financial incentives like preferential procurement policies to support women-led Micro and Small Enterprises (MSEs) and startups on GeM and if so, the details thereof; and
- (d) the number of women-led and startup enterprises from Dakshina Kannada registered on GeM, along with initiatives to enhance their participation and procurement opportunities?

**ANSWER**

वाणिज्य और उद्योग मंत्रालय में राज्य मंत्री (श्री जितिन प्रसाद)

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY  
(SHRI JITIN PRASADA)

- (a) Government has taken following measures to ensure that Government e-Marketplace (GeM) remains an inclusive and accessible platform for small and women-led enterprises:
- Provision of Marketplace filters and product catalogue icons to distinguish product catalogues by women entrepreneurs in Direct Purchase/L1 mode of procurement.
  - 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 (IELM)
- 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)** 35 Weekly Seller Onboarding Workshops conducted with MSME Organizations such as Laghu Udyog Bharati, Amazon Saheli, National Rural Livelihood Mission (NRLM), FICCI, Association of Lady Entrepreneurs of India (ALEAP) among others in current financial year.

**(c)** As an end-to-end online marketplace, GeM complies with the relevant provisos of extant Government rules, regulations and guidelines governing public procurement. In line with the above, certain affirmative actions as mentioned below have been taken by GeM in respect of (a) Women led Micro & Small Enterprises & (b) Startups

- GeM provides marketplace filters and product catalogue icons to distinguish product catalogues by Women Entrepreneurs in Direct Purchase/ L1 mode of procurement, providing visibility and accessibility thereby facilitating compliance with the Public Procurement Policy for Micro and Small Enterprises(MSEs)Order, 2012 (as amended from time to time) by Government Buyers.
- Startups recognized by the Department for Promotion of Industry and Internal Trade (DPIIT) can avail benefits such as exemption from Earnest Money Deposit (EMD) submission, exemption from prior turnover and prior experience on the GeM portal. GeM has created necessary functionality on GeM portal allowing buyers to provide such exemptions while creating the bids on the portal.

**(d)** As of 12th March 2025, 97 Udyam verified women-led MSEs have been registered on GeM from Dakshina Kannada district. Gender based disaggregated district level data of DPIIT registered Startups on GeM is not maintained on the GeM portal. The initiatives undertaken to enhance their participation and procurement opportunities have been mentioned in (a) part above.

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