

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

RAJYA SABHA
UNSTARRED QUESTION NO. 1324
ANSWERED ON 06/12/2024

SWAYATT INITIATIVE

1324. SMT. GEETA ALIAS CHANDRAPRABHA:

Will the Minister of Commerce and Industry be please to state:

- (a) the main objectives of the SWAYATT initiative;
- (b) whether Government is providing incentives to women and youth in start-ups through e-transactions on Government e-Marketplace (GeM) through the SWAYATT initiative;
- (c) if so, the details thereof; and
- (d) the total number of beneficiaries who have received benefits under the scheme so far and the details thereof?

ANSWER

THE MINISTER OF COMMERCE AND INDUSTRY
(SHRI PIYUSH GOYAL)

(a) The initiative to promote “Start-ups, Women and Youth Advantage Through e-Transactions” (SWAYATT) on GeM was first launched in February 2019. The objectives of SWAYATT are to promote inclusiveness of various categories of sellers and service providers on the GeM portal by taking proactive steps for facilitating their training and registrations for specific category of manufacturers and sellers, develop women entrepreneurship and encourage participation of MSME sector and Start-ups in public procurement.

(b) & (c) GeM has sought to address the triple challenge of “access to markets”, “access to finance” and “access to value-addition” for under-served seller groups. In this regard, GeM has worked interalia with various line Ministries namely the Ministry of Tribal Affairs, Ministry of Textiles, Ministry of MSME, DPIIT-Ministry of Commerce and Industry, SFAC-Ministry of Agriculture and Farmers' Welfare, and NRLM-Ministry of Rural Development, and has developed 8 #vocalforlocal GeM Outlet Stores to showcase products from under-served seller groups in rural India, thereby promoting vocalforlocal and Atmanirbhar Abhiyan initiatives of the Government. Few other initiatives are as under:

- i) Weekly Seller Onboarding Workshops conducted in collaboration with MoU partners through VC mode for MSMEs, Startups, Women and SC/ ST entrepreneurs

(ii) Seamless API integration of GeM and MSME Udyam Registration Database for 2-step auto seller registration on the GeM portal, and

(iii) Creation of dedicated marketplace filters and icons to promote products made by women and SC/ ST entrepreneurs.

(d) 9,84,682 Micro and Small Enterprises (MSEs) are registered on the GeM portal and have fulfilled approximately 1.35 Crore orders worth INR 4.25 Lakh Crore in Gross Merchandise Value (GMV) since inception.

(i) 1,70,670 Women MSEs are registered on the GeM portal and have fulfilled approximately 23.99 Lakh orders worth INR 42,088 Crore, and

(ii) 51,428 SC/ ST MSEs are registered and have fulfilled approximately 4.49 Lakh orders worth INR 8,912 Crore.

27,488 DPIIT-recognized Startups are registered on the GeM portal and have fulfilled approximately 3.60 Lakh orders worth INR 31,735 Crore in Gross Merchandise Value (GMV).
