

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

**RAJYA SABHA**  
**UNSTARRED QUESTION No. 2441**  
ANSWERED ON 21/03/2025

**MAKING GEM ACCESSIBLE TO SMALL AND WOMEN-LED ENTERPRISES**

2441. SMT. MAYA NAROLIYA:  
SHRI RYAGA KRISHNAIAH:  
SHRI MAYANKBHAI JAYDEVBHAI NAYAK:  
DR. PARMAR JASHVANTSINH SALAMSINH:  
SHRI DEEPAK PRAKASH:  
SHRI NARHARI AMIN:  
SHRI MADAN RATHORE:  
DR. MEDHA VISHRAM KULKARNI:  
SHRI IRANNA KADADI:  
SHRI SUBHASH BARALA:

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

- (a) measures taken to ensure that Government e-Marketplace (GeM) continues to be an inclusive and accessible platform for small and women-led enterprises;
- (b) the details on the capacity-building and training programs conducted for startups and women entrepreneurs to enable them to effectively utilize GeM;
- (c) whether Government plan to introduce any financial incentives, such as preferential procurement policies, to further support women-led Micro and Small Enterprises and startups on GeM; and
- (d) if so, the details thereof?

**ANSWER**

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

(a) The Government has taken the 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) & (d)** As an end-to-end online marketplace, GeM complies with the relevant provisions 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.

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