

SWAYATT Initiative

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SWAYATT Initiative Latest News

Recently, the Government e-Marketplace (GeM) celebrated the seven-year journey of its flagship initiative, SWAYATT – Startups, Women and Youth Advantage through e-Transactions.

About SWAYATT Initiative

- It was **launched in** February 2019.
- It was conceptualised with a clear objective of invigorating **participation of women-led enterprises and youth in public procurement.**
- It democratizes government procurement by enabling startups, **women entrepreneurs, youth, Micro and Small Enterprises (MSEs), Self Help Groups (SHGs)** and last-mile sellers to directly **participate in the public procurement ecosystem** through Government e-Marketplace.
- It is rooted in GeM's **foundational pillar of social inclusion.**
- SWAYATT focuses on addressing three critical challenges often faced by emerging enterprises—**access to markets, access to finance and access to value addition.**

Key Facts About Government e Marketplace

- It is an **Online Market platform** that was set up in 2016.
- It facilitates the **procurement of goods and services** by government ministries, departments, public sector undertakings (PSU) etc.
- It has been envisaged as the **National Procurement Portal of India**.
- It was developed by the **Directorate General of Supplies and Disposals** (Ministry of Commerce and Industry) with technical support from the **National e-governance Division** (Ministry of Electronic and Information Technology).
- GeM is a **completely paperless, cashless and system-driven e-marketplace** that enables procurement of common-use goods and services with minimal human interface.

Source: **PIB**

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