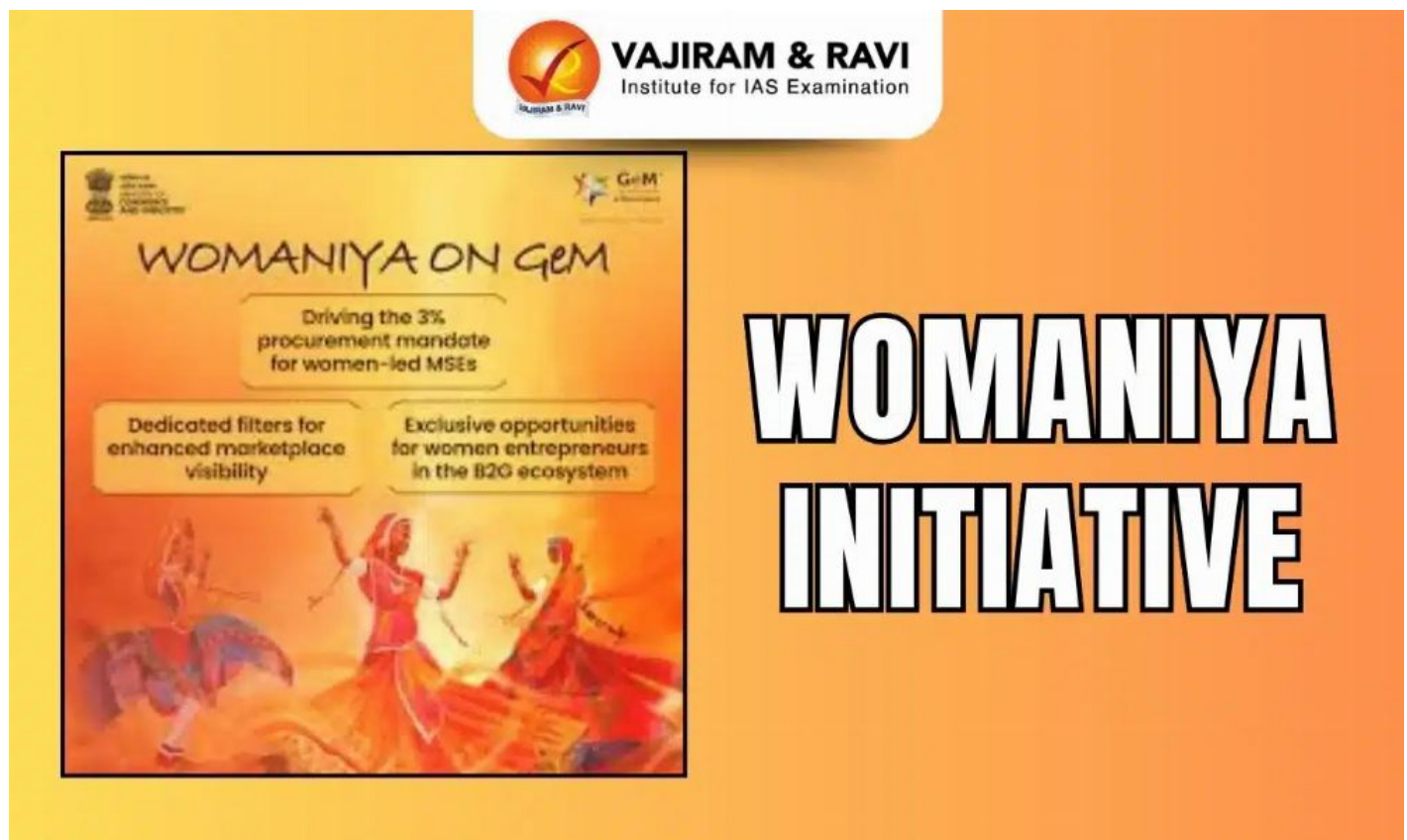


Womaniya Initiative

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Womaniya Initiative Latest News

Recently, the Government e-Marketplace (GeM) marked seven years of the Womaniya initiative.

About Womaniya Initiative

- It was launched on 14 January **2019**.
- It is a flagship programme aimed at strengthening the **participation of women-led Micro and Small Enterprises (MSEs) in public procurement**.
- Womaniya was conceived to address the limited access of women entrepreneurs and Self-Help Groups (SHGs) to government markets.
- It **spurs Women entrepreneurship** by aligning them with opportunities to **sell their products** to various **Government ministries, departments and institutions**.
 - By providing a direct, transparent and fully digital interface with government buyers, the **initiative eliminated intermediaries and reduced entry barriers** that had historically constrained participation.

- **Impact:** The initiative seeks to **develop women entrepreneurship** to achieve gender-inclusive economic growth.

What is a GeM Portal?

- **Government e-Marketplace**, shortly known as **GeM**, is a digital platform that enables buying and **selling of goods and services**.
- It is the **Public Procurement Portal** for procurement of **goods and services** for all Central Government and State Government Ministries, Departments, Public Sector Units (PSUs) and affiliated.
- It was launched in **August 2016**, by the **Ministry of Commerce & Industry**.
- The sole purpose of GeM is to **enhance efficiency; transparency and speed** in public procurement.

Source: PIB

Source: <https://vajiramandravi.com/current-affairs/womaniya-initiative/>

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