



**KAMARAJ IAS ACADEMY**  
Only IAS Academy by Grandson of "Perunthalaivar Kamarajar"

# Government e-Marketplace (GeM) aims to boost start-up participation through upcoming events like Startup Mahakumbh 2025

Published On: 04-04-2025

## Government e-Marketplace (GeM)

It is India's **public procurement portal for purchasing goods and services by central and state government ministries, Departments, Public Sector Units (PSUs), and affiliated entities.**

Launched in - 2016

**Aim - To make the public procurement process transparent, efficient, and inclusive.**

Developed by – **Ministry of Commerce and Industry** in collaboration with **MeitY (Ministry of Electronics and Information Technology)** and **National e-Governance Division (NeGD).**

GeM is now managed by **GeM SPV (Special Purpose Vehicle)**, a 100% government owned company under the Ministry of Commerce & Industry.

## Three Pillars of GeM

**Efficiency** - Ensures cost and time savings AI-driven procurement reduces process time.

**Transparency** - ensures no manipulation in transactions.

**Inclusion** - Focus on women-led MSMEs, artisans, Farmer Producer Organizations (FPOs). 50% of businesses on GeM come from MSMEs

## Advantages of GeM

**Centralized Platform** – **Unified portal** for government buyers & suppliers.

**Policy Reforms** – Modernized regulations ensure compliance & efficiency.

**MSME Boost** – Supports small businesses & startups in government contracts.

**Automation & Transparency** – Tech-driven system reduces delays & enhances accountability.

## Achievements

Business transactions increased from its first year to 2024.

Contributed to major government projects, including India's lunar mission (Chandrayaan 3).

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