SWAYATT Initiative

Why in News?

Government E-Marketplace (GeM) celebrated the **6th anniversary** of the **SWAYATT (Startups, Women & Youth Advantage through e-Transactions)** initiative.

What is the SWAYATT Initiative?

- **About:** It was **launched** in **2019** to **enhance the market access** for women entrepreneurs, youth, startups**, Micro & Small Enterprises (MSEs), and Self-Help Groups (SHGs).**
  - It enhances **seller inclusion** through **training, registration, and** capacity-building to leverage GeM for market access and growth.
- **Achievements:**
  - **Women-led enterprises and startups** have grown significantly, increasing from 6,300 women-led MSEs and 3,400 startups at launch to 1,77,786 **Udyam**-verified women MSEs.
    - Women-led businesses now constitute **8%** of GeM's seller base.
  - GeM facilitated **Rs 35,950 Crore** worth of orders from startups, addressing challenges in **market access, finance, and value addition**.
    - It aims to **double women entrepreneurs**, increase their procurement share **(currently 3.78%)**, and onboard **1 lakh DPIIT- registered startups**.
  - **MoU was signed between GeM & FICCI Ladies Organisation (FICCI-FLO)** to train and onboard **9,500+ women entrepreneurs**, ensuring direct market linkages and boosting inclusive growth.
  - **"Startup Runway" and "Womaniya"** storefronts were included to enhance **visibility** for **startups, women entrepreneurs, and youth** among government buyers.

What is Government e-Marketplace (GeM)?

- **GeM** is the **public procurement portal** for Central & State Governments, PSUs, and affiliated entities to procure goods and services.
  - It serves as **India's National Procurement Portal**.
- It was established in **2016** under the **Directorate General of Supplies and Disposals (DGS&D), Ministry of Commerce and Industry** with technical support from the **National e-Governance Division (MeitY)**.
- It is a **paperless, cashless, and system-driven** platform that **minimizes human intervention** in public procurement.

UPSC Civil Services Examination, Previous Year Question:(PYQ)

Prelims:

Q.1 What is/are the recent policy initiative(s)of Government of India to promote the growth of

the manufacturing sector? (2012)

1. Setting up of National Investment and Manufacturing Zones
2. Providing the benefit of 'single window clearance'
3. Establishing the Technology Acquisition and Development Fund

Select the correct answer using the codes given below:

(a) 1 only

(b) 2 and 3 only

(c) 1 and 3 only

(d) 1, 2 and 3

Ans: (d)

Q.2. Which of the following can aid in furthering the Government's objective of inclusive growth? (2011)

1. Promoting Self-Help Groups
2. Promoting Micro, Small and Medium Enterprises
3. Implementing the Right to Education Act

Select the correct answer using the codes given below:

(a) 1 only

(b) 1 and 2 only

(c) 2 and 3 only

(d) 1, 2 and 3

Ans: (d)

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