



## SWAYATT Initiative

[Source: PIB](#)

### Why in News?

[Government E-Marketplace \(GeM\)](#) celebrated the **6<sup>th</sup> 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)**