

Government e Marketplace marks 9th Foundation Day; records 5.4 lakh crore GMV in FY 2024–25

97% of Orders Exempt from Transaction Charges under New GeM Reforms

GeM connects women entrepreneurs, startups, MSEs, SHGs and artisans to mainstream procurement

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Government e Marketplace (GeM) celebrated its 9th Foundation Day. Launched in 2016 to promote transparent, inclusive and efficient public procurement in line with the Prime Minister's vision of "Minimum Government, Maximum Governance," the platform has grown into a digital procurement system connecting sellers and service providers across the country, including women entrepreneurs, startups, micro and small enterprises (MSEs), artisans, self-help groups (SHGs) and Divyangjans. In FY 2024–25, it recorded transactions worth ₹5.4 lakh crore in Gross Merchandise Value (GMV).

This year's Foundation Day celebration were held on the theme Ease, Access and Inclusion. Key reforms announced include the elimination of caution money for sellers, rationalisation of vendor assessment fees and a reduction in transaction charges, resulting in exemption for 97 per cent of orders. These measures are aimed at making public procurement more accessible and equitable.

"These reforms demonstrate our intent to make GeM even more inclusive and accessible," said Chief Executive Officer, GeM, Shri Mihir Kumar. "Our focus remains on ensuring every enterprise, from tribal artisans to tech-driven startups, can easily access public procurement opportunities."

To mark the occasion, a GeM Seller Samvad was organised on 6th August 2025 at the GeM office in New Delhi, bringing together participants from different sectors. GeM Manthan, a dialogue programme, was also held to discuss measures for building a more inclusive and future-ready procurement system. The platform supports paperless, real-time transactions and facilitates contracts in sectors such as health, mining and insurance, linking policy implementation with participation from stakeholders at various levels.

GeM uses AI-powered tools and a multilingual Learning Management System (LMS) to facilitate access to public procurement. Features such as voice-enabled navigation and region-specific training modules support onboarding and transactions for sellers, including those in remote and underserved areas.

Over the past nine years, GeM has recorded notable achievements, including ₹5.4 lakh crore in Gross Merchandise Value (GMV) in FY 2024–25, onboarding 1.5 lakh women-led enterprises along with startups, self-help groups (SHGs), artisans and micro and small enterprises (MSEs). The platform has implemented technology-driven procurement processes for faster and more cost-effective transactions, expanded into new service verticals such as insurance, manpower and Mine Development & Operations (MDOs), and extended training and onboarding support to state governments, public sector undertakings and local bodies.

As India moves towards a Digital Bharat, GeM is adopting AI and next-generation technologies to improve procurement processes, strengthen transparency, enhance user experience and promote sustainability. The platform continues to focus on expanding access and participation in public procurement.

About GeM

The Government e Marketplace is India's national public procurement portal with a mission to enhance transparency, efficiency and inclusivity in procurement. It is a fully digital, cashless and system-driven platform that offers an end-to-end solution for all government buyers and sellers. GeM is committed to transforming the way India procures goods and services by making procurement smart, inclusive and sustainable.

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