



GeM Platform Empowers Micro and Small Enterprises, Women Entrepreneurs and SC/ST Businesses to Compete and Secure Orders in Government Procurement

GeM Records Over 11.25 Lakh MSE Sellers Securing ₹7.44 Lakh Crore in Government Orders

Women-Led MSEs on GeM Secure Over ₹78,000 Crore in Government Procurement

Micro and Small Enterprises Contribute 44.8% of Total Orders on GeM, Exceeding 25% Procurement Target

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The Government e-Marketplace (GeM) provides a digital platform that enables Micro and Small Enterprises (MSEs), women entrepreneurs, SC/ST businesses and startups to participate in government procurement and secure orders across sectors. This is reflected when a women-led clean energy firm from Vadodara supplies renewable energy solutions, or a small enterprise from Nagpur delivers surveillance infrastructure to the Central Government, showing that enterprise size is no longer a barrier to opportunity.

As of 30 November 2025, GeM has recorded more than 11.25 lakh registered MSE sellers on the platform. These enterprises have cumulatively secured orders worth ₹7.44 lakh crore, accounting for 44.8 per cent of the total order value transacted through GeM, exceeding the mandated annual procurement target of 25 per cent. This participation reflects an expanding role of smaller enterprises in public procurement.

Women-led enterprises have also registered increased participation on the platform. More than 2 lakh women-owned MSEs are currently active on GeM and have secured cumulative orders worth ₹78,066 crore. Their participation is supported through initiatives such as Womaniya, which focus on onboarding, training and improving access to procurement opportunities for women entrepreneurs.

The participation of MSEs on GeM is supported through platform features aligned with national procurement policies. Buyers can identify products offered by MSEs, including women-led and SC/ST MSE sellers, through dedicated marketplace filters. Eligible MSEs are also provided purchase preference and relaxations in Earnest Money Deposit requirements, as well as prior turnover and experience criteria, with the objective of facilitating wider participation while maintaining accountability.

The outcomes of these measures are reflected in transactions completed by MSEs and startups across sectors. In November 2025, a women-led MSE from Gujarat, FS Green Energies Private Limited, Vadodara, supplied renewable energy solutions valued at over ₹53 crore to the Department of Heavy

Industries. During the same period, an MSE owned by an SC/ST entrepreneur, Infrastructure Development and Management Services, Nagpur, Maharashtra, supported surveillance infrastructure valued at ₹29 crore for the Central Government. A startup based in Mumbai, Cloudstrats Technologies Private Limited, Maharashtra, delivered technology services amounting to ₹191 crore, securing high-value contracts within a short period of scaling up operations.

Beyond facilitating transactions, GeM supports transparency, speed and traceability in public procurement processes while enabling participation of enterprises from different regions and communities. By integrating digital processes with procurement policy provisions, the platform supports objectives related to Digital India and Atmanirbhar Bharat by enabling local enterprises to engage with government procurement at scale.

As public procurement systems continue to evolve, the increasing participation of MSEs and women-led enterprises on GeM reflects an approach where access, inclusion and regional participation are integral components of government purchasing frameworks.

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