

**GOVERNMENT OF INDIA
MINISTRY OF COMMERCE & INDUSTRY
DEPARTMENT FOR PROMOTION OF INDUSTRY AND INTERNAL TRADE
LOK SABHA**

**UNSTARRED QUESTION NO. 2632.
TO BE ANSWERED ON TUESDAY, THE 04TH AUGUST, 2026.**

COMPETITION IN SECTORS FOR LARGE BUSINESS GROUPS

2632. SHRI SANATAN PANDEY:

Will the Minister of **COMMERCE AND INDUSTRY** be pleased to state:

वाणिज्य एवं उद्योग मंत्री

- (a) whether the Government has assessed the level of competition in sectors where a few large business groups have significant market presence;
- (b) if so, the details thereof;
- (c) whether any measures have been taken to facilitate the participation of MSMEs and new entrants in Government tenders; and
- (d) if so, the details thereof along with the outcome of such measures?

ANSWER

वाणिज्य एवं उद्योग मंत्रालय में राज्य मंत्री (श्री जितिन प्रसाद)

**THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE & INDUSTRY
(SHRI JITIN PRASADA)**

- (a) & (b):** The Competition Commission of India (CCI) under the Ministry of Corporate Affairs conducts market studies from time to time to develop a better understanding of competitive conditions within one or more sectors. These studies enable CCI to gauge market developments, track evolving competition dynamics, understand specific business practices and analyse implications for competition arising from structural features. In the past, CCI has carried out market studies in various sectors/areas including e-Commerce, Telecom, Cab Aggregation and Artificial Intelligence.
- (c) & (d):** The Government has taken following measures to facilitate the participation of MSMEs and new entrants in Government tenders: -
- As per the Public Procurement Policy Order, 2012, the target for procurement from Micro and Small Enterprises (MSEs) is 25%. As reported by Central Public Sector Enterprises (CPSEs) on SAMBANDH portal, procurement by CPSEs from MSEs has been 49.05% in 2025-26.
 - GeM has implemented the following measures to facilitate the participation of MSMEs on GeM portal;
 - i. GeM has integration with Udyam database to verify and update status of sellers as MSMEs.
 - ii. In case of direct purchase from Marketplace, buyers are provided with the marketplace filters to identify the products offered by MSMEs.
 - iii. In line with Public Procurement Policy for Micro and Small Enterprises (MSEs) order, 2012 functionality provided for reserving the bid for procurement from MSEs, giving purchase preference and relaxation in Earnest Money Deposit (EMD)/ prior experience/ turnover.
