

the PM Gati Shakti Sanchar Portal.

■ **GeM Celebrates Success of SWAYATT Scheme Promoting Presence of Under-Served Sellers**

A commemorative function was held in New Delhi to celebrate the success of "SWAYATT," an initiative to promote Start-ups, Women, and Youth Advantage through e-Transactions on the Government eMarketplace (GeM). Smt Radha S Chauhan, Secretary, Ministry of Personnel and Training applauded the efforts of the GeM in ramping up the presence of under-served seller groups, such as MSEs, women, Divyangjan and tribal entrepreneurs, Start-ups, self-help groups, artisan, and weavers, and giving them direct access to government procurement. GeM is a Section 8 company set up under the administrative control of the Ministry of Commerce and Industry. Social inclusion is a core value at GeM, and the company is focused on increasing participation from under-served sellers who face challenges in public procurement.