

Site Admin | January 19, 2026 6:13 PM



Government E-Marketplace & WTC Mumbai Sign MoU To Strengthen MSME Participation



Government e-Marketplace (GeM) and World Trade Centre (WTC) Mumbai today signed a Memorandum of Understanding to boost outreach and strengthen MSME participation in public procurement. The partnership will promote inclusive access for startups, women entrepreneurs and smaller enterprises, while enhancing GeM's global presence. It will focus on capacity building, supplier outreach and knowledge sharing in areas such as artificial intelligence, sustainability and green procurement.

Additional CEO and Chief Financial Officer of GeM, Satya Narayan Meena, said the collaboration is an important step towards making GeM a globally benchmarked digital procurement platform. He highlighted that with over one crore registered users on the GeM portal, ensuring wider exposure and market access is crucial.

Chairman of WTC Mumbai, Dr. Vijay Kalantri, said the initiative will support Atmanirbhar Bharat, improve ease of doing business and strengthen transparent and efficient public procurement.

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WTC Mumbai and Government e-Marketplace (GeM) inks MoU to Boost Outreach and MSME Inclusion in Public Procurement



From Left to Right: Mr. Santosh Kotre, Director, Finance, Accounts and Admin; Capt. Somesh Batra, Vice Chairman, WTC Mumbai; Dr. Vijay Kalantri, Chairman, WTC Mumbai and President All India Association of Industries (AIAI); Shri Satya Narayan Meena, Additional CEO and Chief Financial Officer of Government e Marketplace (GeM) and Ms. Priya Pansare, Director – Trade and Investment Promotion, World Trade Centre, Mumbai

Date: January 19, 2026

Author: mumbizweekly

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By Our Staff Reporter

Mumbai, January 19, 2026: India's National Procurement Portal Government e-Marketplace (GeM) and MVIRDC World Trade Centre Mumbai (WTC Mumbai) today signed a MoU to foster domestic and international collaboration in public procurement.

Explaining the significance of this MoU, the Additional CEO and Chief Financial Officer of GeM, Mr Satya Narayan Meena said this partnership aims to enhance GeM's global positioning, promote knowledge exchange, and drive inclusive participation for MSMEs, startups, women entrepreneurs, and underrepresented suppliers.

Mr. Meena further said "This MoU marks a pivotal step in evolving GeM into a globally benchmarked platform. With over one crore registered users on the GeM portal, ensuring wider exposure and market access is crucial. By leveraging MViRDC's trade and exhibition expertise, we aim to empower MSMEs, women entrepreneurs and smaller enterprises while further strengthening India's digital procurement ecosystem."

The MoU establishes a structured framework for joint initiatives, such as global procurement dialogues, capacity-building programs, supplier outreach, and research on emerging themes like AI in procurement, sustainability, and green practices.



Dr. Vijay Kalantri, Chairman, WTC Mumbai and President All India Association of Industries (AII) (2nd from the left) and Shri Satya Narayan Meena, Additional CEO and Chief Financial Officer of Government e Marketplace (GeM) (2nd from the right) signs MoU at the World Trade Centre, Mumbai along with Capt. Bireesh Batra, Vice Chairman, WTC Mumbai (extreme right); Mr. Pawan Kumar Singh, Chief Manager – Training at Government e Marketplace (third from the right); Ms. Poya Farsale, Director – Trade and Investment Promotion, World Trade Centre, Mumbai (extreme left).

Dr. Vijay Kalantri, Chairman, WTC Mumbai, and President of AII said "WTC Mumbai is proud to partner with GeM to bridge domestic public procurement with a diverse range of markets. WTC Mumbai plays a catalyst role in facilitating MSME's, Women entrepreneurs, startups."

With this partnership they will gain access to market and government procurement which will further strengthen their position and supports them to meet their goals through GeM portal, Dr. Kalantri added.

Since its inception in 2016, GeM continues to scale new heights and in the coming years it has the potential to evolve beyond B2G into B2C or B2E models, further expanding its reach and impact, Dr. Kalantri said.

Through MVIRDC Mumbai's extensive international network, the collaboration will facilitate webinars, trade fairs, and buyer-seller meets, enabling Indian MSMEs to access global opportunities while onboarding international suppliers to GeM.

Key Areas of Collaboration

- **Knowledge Exchange and Policy Dialogue:** Joint conferences, policy briefs, and research on AI, transparency, and MSME inclusion.
- **Capacity Building and Training:** Global training hubs, workshops, and train-the-trainer programs for procurement officials and suppliers.
- **Global Procurement Integration:** Supplier readiness toolkits and compliance frameworks for international opportunities.
- **Global Supplier Outreach:** International Outreach initiatives, GeM pavilions at trade fairs and economic forums, roadshows, and partnerships via WTC networks.

A Joint Working Group will oversee the implementation of the initiative, ensuring full alignment with Government of India policies on public procurement, data security, and inclusivity. This collaboration supports the Ease of Doing Business (EoDB) agenda, particularly for MSMEs, and strengthens transparent and efficient digital procurement practices.

The initiative also contributes to the larger vision of Viksit Bharat 2047 by promoting innovation, empowering domestic enterprises, and positioning India as a global leader in digital public procurement.

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Hello Mumbai Business Desk

19th January 2026, Mumbai – Government e-Marketplace (GeM), India's National Procurement Portal, and MViRDC World Trade Centre Mumbai (WTC Mumbai) today signed a Memorandum of Understanding (MoU) to foster domestic and international collaboration in public procurement. This partnership aims to enhance GeM's global positioning, promote knowledge exchange, and drive inclusive participation for MSMEs, startups, women entrepreneurs, and underrepresented suppliers.

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He further highlighted the Womaniya programme, which is playing a key role in empowering women entrepreneurs by enhancing their visibility, access to markets, and participation in public procurement, which enables women to reach greater heights.

Dr. Vijay Kalantri, Chairman, WTC Mumbai and President All India Association of Industries (AIAI) in his remarks, " WTC Mumbai is proud to partner with GeM to bridge domestic public procurement with a diverse range of markets. WTC Mumbai plays a catalyst role in facilitating MSME's, Women entrepreneurs, startups and With this partnership they will gain access to market and government procurement which will further strengthen their position and supports them to meet their goals through GeM portal"

"WTC Mumbai has advocated for timely credit to MSME's and women entrepreneurs to ensure their competitiveness to the Ministry of Finance and Reserve Bank of India, falling in place these would also further strengthen the MSME's towards the objective of Atmanirbhar Bharat. Since its inception in 2016, GeM continues to scale new heights, in the coming years it has the potential to evolve beyond B2G into B2C or B2E models, further expanding its reach and impact". stated Dr. Kalantri

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This agreement will integrate MSMEs further into government procurement and buttress Atmanirbhar Bharat objective: Dr. Vijay Kalantri, Chairman, WTC Mumbai and President All India Association of Industries (AIAI)



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महासागर

वर्ल्ड ट्रेड सेंटर कडून जर्मन चान्सलर यांच्या भेटीचे स्वागत

वर्ल्ड ट्रेड सेंटर मुंबईने फेडरल रिप्लिक ऑफ जर्मनीचे फेडरल चान्सलर महामहिम श्री. फ्रेडरिक मर्झ यांच्या भारत भेटीचे मनपूर्वक स्वागत केले आहे. या भेटीचे वर्णन दोन्ही राष्ट्रांमधील धोरणात्मक, आर्थिक आणि तांत्रिक भागीदारीला आणखी मजबूत करणारा एक निरायक क्षण असे केले आहे. वर्ल्ड ट्रेड सेंटर मुंबईचे अध्यक्ष आणि ॲनल-इंडिया असोसिएशन ऑफ इंडस्ट्रीज (एआयएआय) चे अध्यक्ष डॉ. विजय कलत्री यांनी सांगितले की, भारत-जर्मनी द्विपक्षीय व्यापार आधीच ५० अब्ज डॉलरसच्या प्रभावी पातळीवर पोहोचला आहे, जो या संबंधांची खोली आणि परिपक्वता स्पष्टपणे दर्शवतो, तसेच भविष्यात असलेल्या प्रचंद अप्रयुक्त क्षमतेवरही

प्रकाश टाकतो.

त्यांनी यावर जोर दिला की, जर्मन चान्सलर यांच्या भेटीमुळे भारत-युरोपियन युनियन मुक्त व्यापार कराराला जोरदार गती मिळाली आहे, जो द्विपक्षीय आर्थिक संबंध मजबूत करण्यात परिवर्तनकारी भूमिका बजावेल अशी अपेक्षा आहे. एकदा हा करार पूर्ण झाल्यावर, भारत-युरोपियन युनियन मुक्त व्यापार करारामुळे बाजारपेठेत प्रवेश लक्षणीयरीत्या वाढेल, व्यापारी अडथळे कमी होतील, पुरवठा साखळी मजबूत होईल आणि गुंतवणुकीचा प्रवाह वेगवान होईल. यामुळे भारत-जर्मनी व्यापाराला मोठी चालना मिळेल आणि दोन्ही बाजूंच्या व्यवसाय, एमएसएमई आणि स्टार्टअप्सना नवीन आत्मविश्वास मिळेल.



संकलन - संयोजन

सबोध राणशेवरे

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ठळक

कार्यकारी अध्यक्ष नितीन नबीन यांनी भरला उमेदवारी अर्ज.

माविकांची मोठी उपस्थिती, रामकथा म्हणजे सत्याकडे नेणारा श्रद्धेचा सेतू असल्याचे कथाकार

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