

# GQR

GeM QUALITY REPORT

Q1

2019-20

APRIL - JUNE 2019

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## Report History

Sr. No.	Report	Published Date
1.0	First Quarter - Apr-Jun'18	12 <sup>th</sup> July 2018
2.0	Second Quarter - Jul-Sep'18	12 <sup>th</sup> October 2018
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## Report Metadata

Sr. No.	Data elements	Value
1.	<b>Title</b>	GeM Quality Report
2.	<b>Target Audience</b>	Stakeholders of GeM including Buyers, Sellers, Industry Associations, Partners etc.
3.	<b>Source</b> <i>(This report is part of GeM Quality Framework)</i>	This report provides the statistics on overall health and quality of GeM platform during the reporting period using KPIs mentioned in GeM Quality Framework which has been further derived from the overall GeM Analytics Framework 'Analytics on GeM V0.8'
4.	<b>Publisher</b>	GeM
5.	<b>Document Number</b>	GeM/QR-2019-20/5.0

## कार्यकारी सारांश

जेम गुणवत्ता फ्रेमवर्क में परिभाषित मापदण्डों पर प्लेट फार्म की समग्र रूप से मजबूती व गुणवत्ता की स्थिति प्रदान करने के लिए तिमाही आधार पर जेम गुणवत्ता रिपोर्ट प्रकाशित की जाती है। इस रिपोर्ट में प्लेट फार्म सेवाओं की उपलब्धता, प्रमात्रा तथा प्रचालन की सुविधा व मार्केटप्लेस पर दी जा रही उत्पादों की गुणवत्ता तथा सेवाओं सहित कार्य निष्पादन के निबंधनों के अनुसार प्राप्त महत्वपूर्ण उपलब्धियों का भी उल्लेख किया जाता है।

जेम पर गुणवत्ता के तीन महत्वपूर्ण हित धारक अर्थात् जेम एस पी वी क्रेता तथा विक्रेता हैं जिनसे सहयोग तथा गुणवत्ता सुनिश्चित किया जाना अपेक्षित है। मंच की उपलब्धता, इसकी सुविधा, तथा कार्यात्मकता को प्रयोग में लाने, प्रयोक्ताओं की क्षमता का निर्माण करने, प्रशिक्षण तथा प्रयोक्ताओं को बढ़ावा देने के लिए जेम एस पी वी ही केवल उत्तरदायी है।

वित्तीय वर्ष की पहली तिमाही होने के कारण मूल कार्य निष्पादन संकेतक सामान्य पैटर्न से भिन्न कुछ परिवर्तनों को दर्शाते हैं। इसके अतिरिक्त जेम ने रिपोर्ट अवधि में काफी संख्या में एडवांस कार्य तथा विशिष्टताएं आरम्भ की हैं तथा प्लेट

फार्म को सरकारी समूह क्लाउड (GCC) पर स्थानांतरित करके और अधिक संतुलित तथा सुरक्षित बना दिया है। इससे वर्धन को पुष्ट करने के लिए पोर्टल का न्यूनतम समय लिया गया जिसे मंच उपलब्धता मूल कार्य निष्पादन संकेतक में दर्शाया गया है। यह पिछली तिमाही की तुलना में मात्र 0.16% कम हुआ है।

बाजार की समग्र रूप से मजबूती के लिए उत्पाद गुणवत्ता एक महत्वपूर्ण कार्य निष्पादन संकेतक रहा है। उत्पाद को अनुमोदित करने वाली टीमों यह सुनिश्चित करती हैं कि केवल गुणवत्ता परक उत्पादों को ही पोर्टल पर लाया जाए। इस संबंध में हमारे प्रयासों के परिणाम सामने आ रहे हैं। प्रशिक्षण तथा विक्रेताओं पर नियंत्रण व नई सूची प्रबंधन प्रणाली मानकों को शामिल किए जाने के परिणामस्वरूप विचाराधीन अवधि के दौरान पिछली तिमाही में 36.33% की तुलना में घटिया उत्पादों के अपलोड को अस्वीकार करने की दर 31.76 % रही है।

विक्रेताओं को उनके नकदी के प्रवाह के परिप्रेक्ष्य में समय पर भुगतान तथा वाजिब दाम प्रस्तावित करने के लिए विक्रेताओं के बीच जेम की लोकप्रियता बढ़ाना महत्वपूर्ण है। सर्विस

लेवल एग्रीमेंट के अंदर किए गए भुगतान के साथ-साथ किए गए कुल भुगतान का अनुपात लगातार घटता जा रहा था। परन्तु अप्रैल-जून 2019 की तिमाही में इसमें विपरीत बदलाव आया है। जनवरी-मार्च 19 की रिपोर्ट अवधि में 10 दिनों में भुगतान का सर्विस लेवल एग्रीमेंट अवधि के लिए किये गए कुल भुगतान का प्रतिशत 17.54% था, जबकि रिपोर्टाधीन अवधि में यह प्रतिशत बढ़कर 25.98% हो गया है।

विक्रेता की रेटिंग क्रेता को पोर्टल पर गुणवत्तापरक विक्रेता ढूंढने में सहायता प्रदान करती है। भुगतान में मुख्यतः देरी के कारण क्रेता की रेटिंग कम हुई है। इस तिमाही में औसत विक्रेता रेटिंग पिछली तिमाही की 4.14 से थोड़ा घटकर 4.06 आ गई है। आशा की जाती है कि विक्रेताओं के विरुद्ध अनुषंग के नए मूल कार्य निष्पादन संकेतक से रेटिंग में वृद्धि होगी।

क्रेताओं तथा विक्रेताओं द्वारा बताए गए उपभोक्ता अनुभव तथा समस्याओं को समय पर हल करने के बारे में उपभोक्ता केयर कार्रवाई की प्रतिक्रियाशीलता महत्वपूर्ण है। विभिन्न हस्तक्षेपों के परिणामस्वरूप परिभाषित सर्विस लेवल एग्रीमेंट अवधि के अंदर टिकट समाधान प्रतिशत में उल्लेखनीय वृद्धि हुई है जो 99.72%

है। इससे उपभोक्ता को पूर्ण रूप से संतुष्टि मिली है। जेम सरकारी विभागों के प्रापण में मूल्य के उत्तरदायित्व तथा बचत को सुनिश्चित करता है। जनवरी-मार्च 2019 में बचत 34% थी जो इस तिमाही में बढ़कर 35.92% हो गई है। वास्तविक उपकरण विनिर्माताओं को ऑन-बोर्ड किए जाने तथा उत्पादों का quadrant आधारित वर्गीकरण शुरू किए जाने के कारण मार्केटप्लेस में सूची की व्यापक रेंज के साथ रूप से उसे सुव्यवस्थित करने में सहायता मिली है। इससे सूची की गुणवत्ता तथा पोर्टल विक्रेता के कार्य निष्पदान में सुधार हुआ है। उत्पादों के लिए संविदा पूर्व भेजे गए अनुषंग कुल भेजे गए अनुषंगों का 30 प्रतिशत है जबकि 70% का बड़ा हिस्सा आदेश दिए जाने के पश्चात भेजे गए अनुषंगों का है। क्रेताओं के विरुद्ध अनुषंग जारी रहने का मुख्य कारण मुख्यतः अत्यधिक देरी से भुगतान तथा विक्रेताओं के विरुद्ध उत्पादों को गलत सूची में सूचीबद्ध करना तथा जाली प्राधिकार है।

प्रयोक्ता के अनुभव में अभिवृद्धि करने, मजबूती लाने तथा मंच पर सुरक्षा के लिए जेम ने कुछ पहल की हैं। जी सी सी माइग्रेशन तथा 'GeMmy' की पहल के अलावा जेम ने लक्षद्वीप संघ राज्य, आर बी एल बैंक तथा डी बी एस बैंक के साथ समझौता ज्ञापन पर हस्ताक्षर किए हैं।

उत्तर प्रदेश की सरकार ने जेम पूल खाते (GPA) के लिए भारतीय स्टेट बैंक के साथ समझौता ज्ञापन किया है। आशा है कि लेनदेन तथा भुगतान की सुविधा के लिए अन्य राज्य भी जेम पूल खाता चालू करेंगे। गुणवत्तपरक मूल कार्य

निष्पादन संकेतक में सुधार एक निरंतर जारी रहने वाला प्रयास है तथा इसे जेम एस पी वी, क्रेताओं तथा विक्रेताओं के साथ मिलकर ही पूरा किया जा सकता है।

## Executive Summary

On quarterly basis GeM Quality Report (GQR) is published to provide status of overall health and quality of the platform on the parameters defined in the GeM Quality Framework (GQF). The report also highlights the milestones achieved in terms of platform Performance including availability of platform services, volume and ease of operations and quality of products and services offered on the marketplace.

Quality on GeM has three key stakeholders i.e. GeM SPV, Buyers and Sellers who need to collaborate and ensure quality. GeM SPV solely is responsible for platform availability, its ease and use of functionalities, capacity building of users, trainings and hands on user support.

Being the first quarter of the financial year, the KPIs show some deviations from the usual patterns. Moreover, in the reporting period, GeM has introduced many advanced functionalities and features and made the platform more robust and secure by migrating to Government Community Cloud (GCC). To enable these enhancements, downtime of the portal was taken, which is reflected in the Platform Availability KPI, which has reduced by a meagre 0.16% as compared to that of last quarter.

Product Quality has been an important KPI for overall market health and sanitization. Product approval teams have been ensuring that only quality products get added to the portal. Our efforts towards this are now bearing fruits. Training & handholding of sellers and introduction of new Catalogue Management System (CMS) features have resulted in lower product upload rejection rate of 31.76% during the period under consideration as compared to 36.63% in the last quarter.

Timely payments to sellers are important from their cash flow perspective and making GeM popular amongst sellers for offering reasonable prices. The ratio of the payments made within the SLA period vis-à-vis total payments made, was continuously going through a downward spiral. However, in the quarter Apr-June 2019 it has shown a reverse trend. Percentage of total payments made within SLA period of 10 days in the report period of Jan-Mar'19 was at 17.54%, while in the reported period it has gone up to 25.98%.

Vendor rating helps buyer to find quality sellers on the portal. Buyer ratings are low, primarily due to the delays in payments. This quarter, average seller rating has gone slightly down from 4.14 of last quarter to 4.06. This is on expected lines as a new KPI



of 'Incidents against Sellers' has been added to the ratings.

Responsiveness of customer care operations is critical for customer experience and timely resolution of issues reported by buyers and sellers. Various interventions have led to significant increase in % ticket resolved within defined SLAs to 99.72% leading to overall customer satisfaction. A Chat Bot 'GeMmy' has been introduced on the portal to resolve queries of users.

GeM ensures price reasonability and savings in procurement for government departments. **The savings have improved from 34% in Jan-Mar'19 to 35.92% in this quarter.**

On boarding of OEMs and introduction of Quadrant based categorisation of products has contributed to sanity coupled with wider range of catalogues in the marketplace. This has led to improvements in quality of catalogue and seller performance on portal.

**Incidents raised precontract against products are 30% of the total incident raised while major chunk of 70% is of incidents raised post order placement. Incidents against buyers continue to be mainly over delayed payments and against sellers due to products listed in wrong categories and Fake Authorizations.**

GeM has taken several initiatives to enhance user experience, robustness and security on the platform. Apart from the initiatives of GCC migration and 'GeMmy', GeM entered into MoUs with UT of Lakshadweep, RBL Bank and DBS Bank. State of Uttar Pradesh entered into an MoU with State Bank of India for GeM Pool Account (GPA), We hope other States shall also operationalize GPA for ease of transactions and payments.

Improvement in quality KPIs is a constant endeavour and a journey to be travelled together by GeM SPV, buyers and sellers.





## 1. Purpose of the Report

This document is the GeM Quality Report (GQR) for the first quarter of the Financial Year 2019-20. The Report aims to provide status of overall health and quality of GeM platform on the parameters defined in GeM Quality Framework (GQF). The quality parameters identified in Quality Framework consist of both qualitative and quantitative KPIs.

The primary purpose of GQR is to capture and analyse the trends for various KPIs identified in the GQF.

Trend analysis for few KPIs has been captured as illustrative output. Additionally, as the GeM platform functionalities and its usage further evolves, inputs will be collaboratively captured from GeM buyers and sellers and more KPIs will be iteratively added to the Quality Report.

## 2. Stakeholders in ensuring GeM Quality

As India's national public procurement platform, GeM aspires to become a world-class online marketplace that offers quality experience to its buyers and sellers. Since measuring 'quality' is a highly contextual exercise, it is critical to first define what is meant by 'quality' on GeM.

### Quality on GeM

Quality on GeM has two broad dimensions:

- I. **Health of the online platform** – The online GeM platform needs to be available, stable and easy to use to ensure seamless operations of the marketplace.
- II. **Quality of the product/service procured through the platform** – Various products/services which are being procured through the platform, should meet buyer expectations.

GeM has three key stakeholders who need to collaborate and ensure quality along the dimensions mentioned above. These stakeholders are GeM SPV, buyers and sellers on GeM.

The figure below lays down various responsibilities of GeM SPV, buyers and sellers to safeguard high quality on GeM.

### 3 key stakeholders in ensuring quality on GeM



#### SPV (manages the platform) responsibilities include:

- Highly available, robust marketplace infrastructure and processes
- Open marketplace with complete and validated information
- Dynamic but stable and easily operable features and functionalities
- Generic and not customized servicing, but high responsiveness to user issues
- Tools for decision support to ensure seamless buying experience

#### Buyer responsibilities include:

- Fair and non-restrictive buying guidelines
- Backend processes supporting e-procurement purchase behavior (online, paperless, contactless)
- Diligent selection of products/services on offer while defining bids
- Collaborative and consultative mindset to improve e-procurement experience
- Adherence to service level commitments

#### Seller responsibilities include:

- Sharing correct and complete information to ensure bona fide usage of the open, trust based system
- Providing high quality of offer (clean and updated catalogue, competitive pricing)
- Compliance to procurement guidelines and standards
- Collaborative approach to ensure platform inclusiveness e.g. high geographical coverage
- OEM transparency and openness of processes e.g. authorization

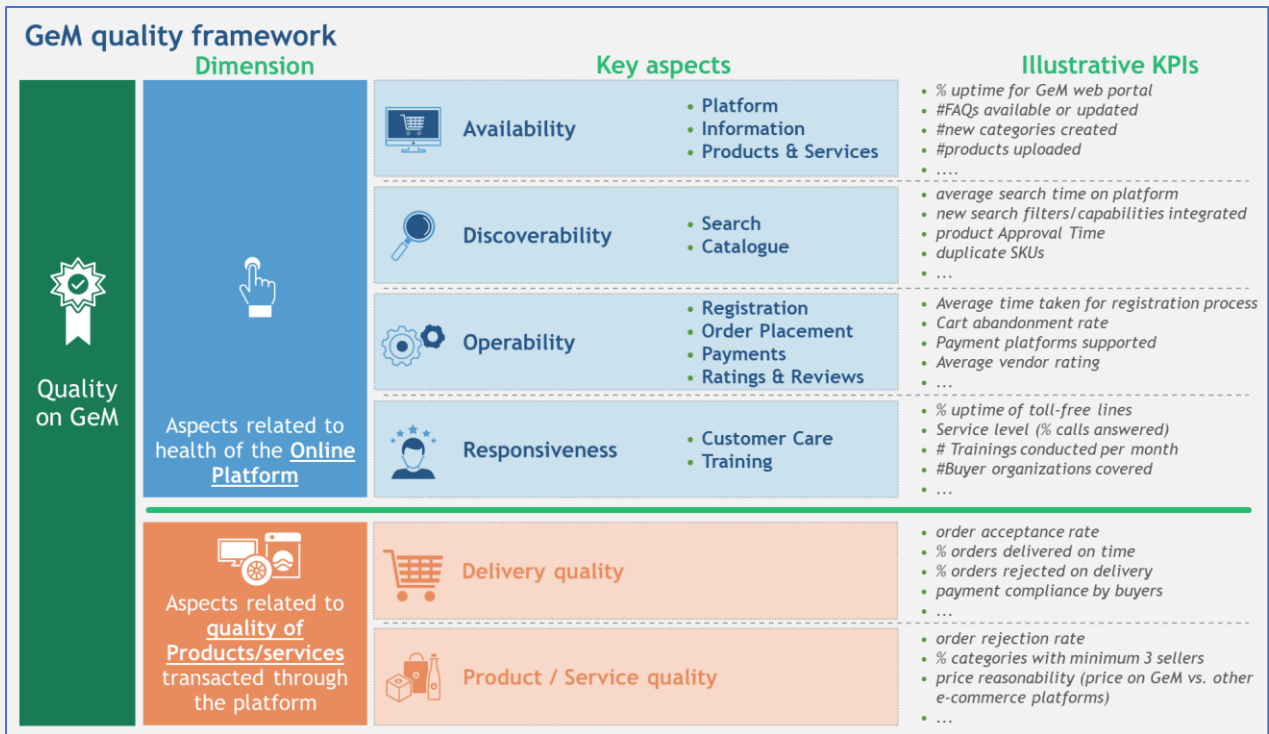
**Figure 1: Key Stakeholders for Quality**

### 3. GeM Quality Framework (GQF)

Based on the understanding of various aspects of quality on GeM, as well as roles of different stakeholders involved, a 'Quality Framework' has been put together to highlight the key aspects that define quality on GeM.

The framework defines aspects to measure quality on GeM along two broad dimensions:

1. Aspects related to health of the online platform
2. Aspects related to quality of products/services transacted through the platform



**Figure 2: GeM Quality Framework**

#### 4. Ownership matrix for Quality Framework

GeM SPV, buyers and sellers are the stakeholders responsible for ensuring high quality on GeM. It is critical to define the ownership of various aspects of quality on GeM amongst these stakeholders. This will help in ensuring that the right cause for

reduction in quality is identified and measured for quality improvements can be streamlined accordingly.

The following table deconstructs the responsibility of **KPIs of GeM Quality Framework among the three stakeholders**. The level of responsibilities is defined as:



**1. P – Primary responsibility:** Stakeholder is directly responsible for ensuring the success of this KPI

**2. S – Secondary/Shared responsibility:** Stakeholder is not directly responsible for success of this KPI but will build tools/decision support mechanisms to improve this KPI

SN	Aspect	KPI	SPV	Buyer	Seller
<b>Aspects related to Platform Health</b>					
1	Availability (Platform)	% uptime for GeM web portal	P		
2	Availability (Platform)	% uptime for critical GeM services	P		
3	Availability (Platform)	Average page loading time	P		
4	Availability (Platform)	Transaction response time	P		
5	Availability (Information)	FAQs easily available and regularly updated	P		
6	Availability (Information)	Training videos easily accessible and updated	P		
7	Availability (Products & Services)	#products available on marketplace	S	S	P
8	Availability (Products & Services)	#services available on marketplace	S	S	P
9	Availability (Products & Services)	#new sub-categories added	S	S	P
10	Availability (Products & Services)	Geo coverage of available products and services (%pin codes with 10K+ products having 3+ sellers)	S		P
11	Discoverability (Search)	Average search time on platform	P		
12	Discoverability (Search)	New search filters/capabilities integrated	P		
13	Discoverability (Search)	#screens navigated before adding a product in cart	P		
14	Discoverability(Catalogue)	Product approval time	P		
15	Discoverability(Catalogue)	% product uploads rejected	P		P
16	Operability (Registration)	Avg. time taken for registration (buyer/seller)	P	P	P
17	Operability (Registration)	% buyer & seller profiles with complete data		P	P
18	Operability (Order)	Average time taken for bid creation	P	P	
19	Operability (Order)	Average time taken for direct purchase	P	P	
20	Operability (Order)	Cart abandonment rate	P	P	
21	Operability (Order)	Bugs fixed/enhancements in Bid/RA or Direct	P		
22	Operability (Payments)	Payment platforms supported	P		
23	Operability (Payments)	ERP integration/other adapters launched	P		
24	Operability (Payments)	% of payments on-time		P	
25	Operability (Payments)	% payments made online	S	P	
26	Operability (Ratings)	Average vendor rating	S		P
27	Operability (Ratings)	Vendor profiles verified	S		P



SN	Aspect	KPI	SPV	Buyer	Seller
<b>Aspects related to Platform Health</b>					
28	Operability (Ratings)	% vendors with rating above 3	S		P
29	Operability (Ratings)	Average buyer rating	S	P	
30	Responsiveness (Cust Care)	% uptime of toll-free lines	P		
31	Responsiveness (Cust Care)	Customer satisfaction score	P		
32	Responsiveness (Cust Care)	Service level (%calls answered)	P		
33	Responsiveness (Cust Care)	%tickets responded within 15 minutes	P		
34	Responsiveness (Cust Care)	%calls answered within 2 minutes	P		
35	Responsiveness (Cust Care)	Abandon rate	P		
36	Responsiveness (Cust Care)	% tickets resolved (by severity level within defined target)	P		
37	Responsiveness (Cust Care)	Size of call centre / number of agents	P		
38	Responsiveness (Training)	#trainings conducted per month	P	P	P
39	Responsiveness (Training)	#buyer organizations covered	P	P	
40	Responsiveness (Training)	#sellers covered	P		P
41	Responsiveness (Training)	#states covered	P		
42	Responsiveness (Training)	#special events/conferences per month	P		
43	Responsiveness (Training)	Training feedback score	P		
<b>Aspects related to quality of products/services transacted through the platform</b>					
44	Product/service quality	SKUs with missing or wrong information	S		P
45	Product/service quality	Price reasonability (savings from GeM)	S	P	P
46	Product/service quality	%products with validated certificates (within categories requiring quality assurance)	S		P
47	Product/service quality	%order rejected post delivery		P	P
48	Product/service quality	% categories with minimum 3 sellers	P		P
49	Delivery Quality	order acceptance rate			P



SN	Aspect	KPI	SPV	Buyer	Seller
<b>Aspects related to Platform Health</b>					
50	Delivery Quality	% orders delivered on time			P
51	Delivery Quality	% orders cancelled before delivery		P	

**Table 1: Ownership of KPIs in The GeM Quality Framework**

## 5. Quality KPIs

The table in this Section, captures the data for last quarter i.e. Apr-Jun 2019 with respect to baseline data of Jan-Mar 2019 quarter for all KPIs in the GeM quality framework.

Some of the KPIs (such as %age of Payments On-Time) pertaining to previous quarter have been modified in comparison to their values in GQR Q4 2018-19, due to data reconciliation of delayed payments.

A few KPIs that have been excluded from the table below are:





- Qualitative KPIs which cannot be measured quantitatively using data
- A few KPIs, which are not being measured currently, will be measured and reported in subsequent quality reports.

Details on KPIs for Fraud detection and Incident Management are given in subsequent Section.





## Legend

	Improvement compared to the Baseline
	No Change
	Lower than the Benchmark. Needs improvement
	Number higher than the Benchmark means lower performance. Needs improvement

S.No.	Dimension	KPI	Baseline	Baseline Value	Apr-Jun'19	Current Value	Units	Trend
1	Availability (Platform)	% uptime for GeM web portal	Avg. for 1st Jan- 20th Mar 2019	99.98%	Avg. for 1st Apr- 20th Jun 2019	99.82%	%	
2	Availability (Platform)	% uptime for critical GeM services	Avg. for 1st Jan- 20th Mar 2019	99.96%	Avg. for 1st Apr- 20th Jun 2019	99.95%	%	
3	Availability (Platform)	Average page loading time (The lower the better)	Avg. for 1st Jan- 20th Mar 2019	1.9	Avg. for 1st Apr- 20th Jun 2019	1.5	Sec.	
4	Availability (Prod. & Ser.)	#products available on marketplace	Total as of 20th Mar'2019	8,78,483	Total as of 20th Jun'2019	10,30,271	#	
5	Availability (Prod. & Ser.)	#services available on marketplace	Total as of 20th Mar'2019	42	Total as of 20th Jun'2019	59	#	
6	Availability (Prod. & Ser.)	#new sub-categories added	Total for 1st Jan- 20th Mar 2019	770	Total for 1st Apr- 20th Jun 2019	256	#	
7	Discoverability (Catalog)	Product Approval Time (Days) (The lower the better)	Avg. for 1st Jan- 20th Mar 2019	1.54	Avg. for 1st Apr- 20th Jun 2019	1.38	Days	
8	Discoverability (Catalog)	%product uploads rejected	Avg. for 1st Jan- 20th Mar 2019	36.63%	Avg. for 1st Apr- 20th Jun 2019	31.76%	%	
9	Operability (Registration)	Avg. time taken for registration (seller) (days)	Avg. for 1st Jan- 20th Mar 2019	14.79	Avg. for 1st Apr- 20th Jun 2019	20.02 <sup>2</sup>	Days	
10	Operability (Registration)	Avg. time taken for registration (buyer) (days) (The lower the better)	Avg. for 1st Jan- 20th Mar 2019	4.32	Avg. for 1st Apr- 20th Jun 2019	4.67	Days	



S.No.	Dimension	KPI	Baseline	Baseline Value	Apr-Jun'19	Current Value	Units	Trend
11	Operability (Registration)	%Seller (Active) profiles with complete data	Total as of 20th Mar'2019	91.40%	Total as of 20th Jun'2019	92.70%	%	↑
12	Operability (Order)	average time taken for direct purchase(hours) (The lower the better)	Avg. for 1st Jan- 20th Mar 2019	11.46	Avg. for 1st Apr- 20th Jun 2019	11.62	Hours	→
13	Operability (Order)	Cart Abandonment Rate (%) (The lower the better)	Avg. for 1st Jan- 20th Mar 2019	11.95%	Avg. for 1st Apr- 20th Jun 2019	16.20%	%	↓
14	Operability (Payments)	% of payments on-time (10 Days SLA)	Avg. for 1st Jan- 20th Mar 2019	17.54%	Avg. for 1st Apr- 20th Jun 2019	25.98%	%	↑
15	Operability (Ratings)	average vendor rating	Avg. for 1st Jan- 6th Feb' 2019	4.14	Avg. for 1st Apr- 20th Jun 2019	4.06	#	↓
16	Operability (Ratings)	Vendor profiles verified	Total as of 20th Mar'2019	5148	Total as of 20th Jun'2019	6113	#	↑
17	Operability (Ratings)	Average buyer rating	Avg. for 1st Jan- 20th Mar 2019	3.55	Avg. for 1st Apr- 20th Jun 2019	3.41	#	↓
18	Responsiveness (Cust Care)	% uptime of toll-free lines	Avg. for 1st Jan- 20 <sup>th</sup> Mar'2019	100%	Avg. for 1st Apr- 20th Jun'2019	100%	#	→
19	Responsiveness (Cust Care)	customer satisfaction score (Out of 5)	Avg. for 1st Jan- 20th Mar 2019	3.75	Avg. for 1st Apr- 20th Jun 2019	3.76	#	↑
20	Responsiveness (Cust Care)	service level (%calls answered)	Avg. for 1st Jan- 20th Mar 2019	96.85%	Avg. for 1st Apr- 20th Jun 2019	99.25%	%	↑
21	Responsiveness (Cust Care)	%tickets responded within 15 minutes	Avg. for 1st Jan- 20th Mar 2019	100%	Avg. for 1st Apr- 20th Jun 2019	100%	%	→
22	Responsiveness (Cust Care)	% calls answered within 2 minutes	Avg. for 1st Jan- 20th Mar 2019	99.55%	Avg. for 1st Apr- 20th Jun 2019	99.40%	%	↓





S.No.	Dimension	KPI	Baseline	Baseline Value	Apr-Jun'19	Current Value	Units	Trend
23	Responsiveness (Cust Care)	abandon rate (The lower the better)	Avg. for 1st Jan- 20th Mar 2019	2.65%	Avg. for 1st Apr- 20th Jun 2019	0.15%	%	↑
24	Responsiveness (Cust Care)	% tickets resolved (by severity level within defined target)	Avg. for 1st Jan- 31st Mar 2019	97.58%	Average for 1st Apr19- 31st May' 19	99.72%	%	↑
25	Responsiveness (Cust Care)	size of call centre (number of agents)	Total as of 20th Mar' 19	74	Total as of 20th Jun' 19	74	#	→
26	Responsiveness (Training)	#trainings conducted	Total for 1st Jan- 20th Mar 2019	332	Total for 1st Apr- 20th Jun 2019	388	#	↑
27	Responsiveness (Training)	#buyer organizations covered	Total for 1st Jan- 20th Mar 2019	288	Total for 1st Apr- 20th Jun 2019	326	#	↑
28	Responsiveness (Training)	#buyers covered	Total for 1st Jan- 20th Mar 2019	10128	Total for 1st Apr- 20th Jun 2019	8471	#	↓
29	Responsiveness (Training)	#sellers covered	Total for 1st Jan- 20th Mar 2019	2055	Total for 1st Apr- 20th Jun 2019	1482	#	↓
30	Responsiveness (Training)	#states covered	Total for 1st Jan- 20th Mar 2019	22	Total for 1st Apr- 20th Jun 2019	23	#	↑
31 <sup>1</sup>	Responsiveness (Training)	#special events/conferences per month	Total for 1st Jan- 20th Mar 2019	190	Total for 1st Apr- 20th Jun 2019	12	#	↓
32	Product/service quality	Price reasonability (Avg. Savings)	Avg. for 1st Jan- 20th Mar 2019	33.97%	Avg. for 1st Apr- 20th Jun 2019	35.92%	%	↑
33	Product/service quality	%order rejected post-delivery(The lower the better)	Net value as of 20th Mar'19	0.79%	Net value as of 20th Jun'19	0.89%	%	↓
34	Product/service quality	% subcategories with minimum 3 sellers	Net Value as of 20 Mar '19	85.93%	Net Value as of 20th Jun '19	88.09%	%	↑
35	Delivery Quality	order acceptance rate	Avg. for 1st Jan- 20th Mar 2019	89.30%	Avg. for 1st Apr- 20th Jun 2019	83.28%	%	↓

<sup>2</sup>After removing the outlier sellers who initiated their registration before 1<sup>st</sup> Apr 2019, the value for seller registration days is coming as 2 Days. Please also refer the Histogram in Section 6.3.



S.No.	Dimension	KPI	Baseline	Baseline Value	Apr-Jun'19	Current Value	Units	Trend
36	Delivery Quality	% orders delivered on time	Avg. for 1st Jan- 20th Mar 2019	80.85%	Avg. for 1st Apr- 20th Jun 2019	78.80%	%	↓
37	Delivery Quality	% orders cancelled before delivery (The lower the better)	Avg. for 1st Jan- 20th Mar 2019	0.68%	Avg. for 1st Apr- 20th Jun 2019	0.57%	%	↑

## 6. Detailed Analysis of GeM Quality

This section covers the status of six aspects defined in GeM Quality Report Framework which are:

### Factors contributing to KPI health

Before delving into deep-dive analysis of current measurable KPIs and their values/trends, it is critical to understand the factors that contribute to success of various KPIs.

### Six Aspects of Quality on GeM

- ✓ Availability
- ✓ Discoverability
- ✓ Operability
- ✓ Responsiveness
- ✓ Delivery Quality
- ✓ Product/Service Quality

Inviting all Sellers/Service Providers to Register on GeM

**JOIN US TODAY AND START SELLING!**

EASY TO REGISTER. ZERO REGISTRATION FEES

KNOW MORE

आसान पंजीकरण, कोई शुल्क नहीं

सहज नविनिक्रम, कानो मूल्य नहीं

सोपी नोंदणी, कोणतेही शुल्क नाही

सरल नोंदणी, कोणतेही शुल्क नाही

എളുപ്പവ രജിസ്ട്രേഷൻ നിരക്കില്ല

ಸುಲಭ ನೋಂದಣಿ, ಯಾವುದೇ ಶುಲ್ಕವಿಲ್ಲ

Easy to Register. No Registration fees

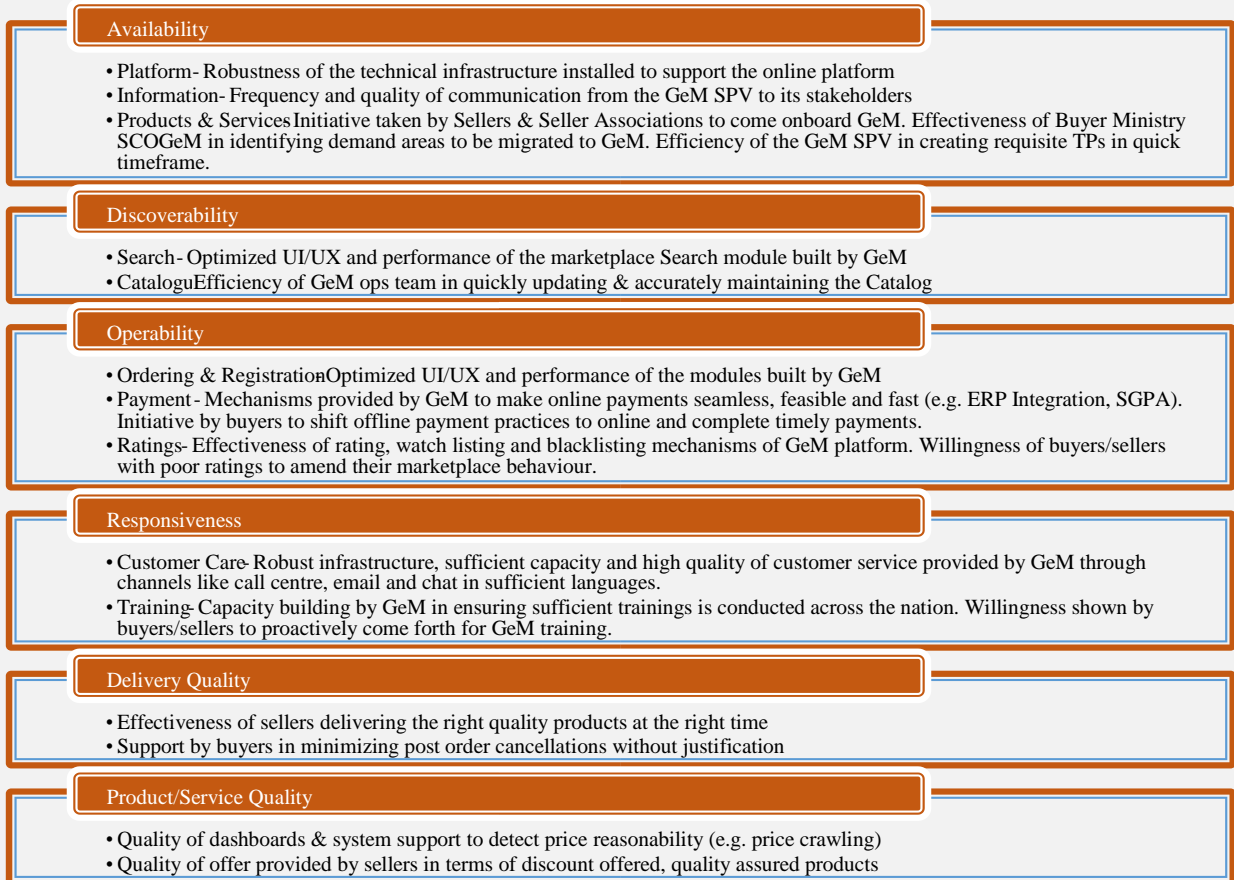
आसान रजिस्ट्रेशन, वेंची चारज नहीं

ସହଜ ପଞ୍ଜୀକରଣ, କୌଣସି ମୂଲ୍ୟ ନାହିଁ

सहज पंजीकरण, कानो मूल्य नहीं

சൗലபமான பதிவு, கட்டணம் இல்லை

സൗലഭവരണ നവീകരണം, ഖരവിലയിൽ രജിസ്ട്രേഷൻ



**Figure 3: Factors Contributing to Success of Quality KPIs**



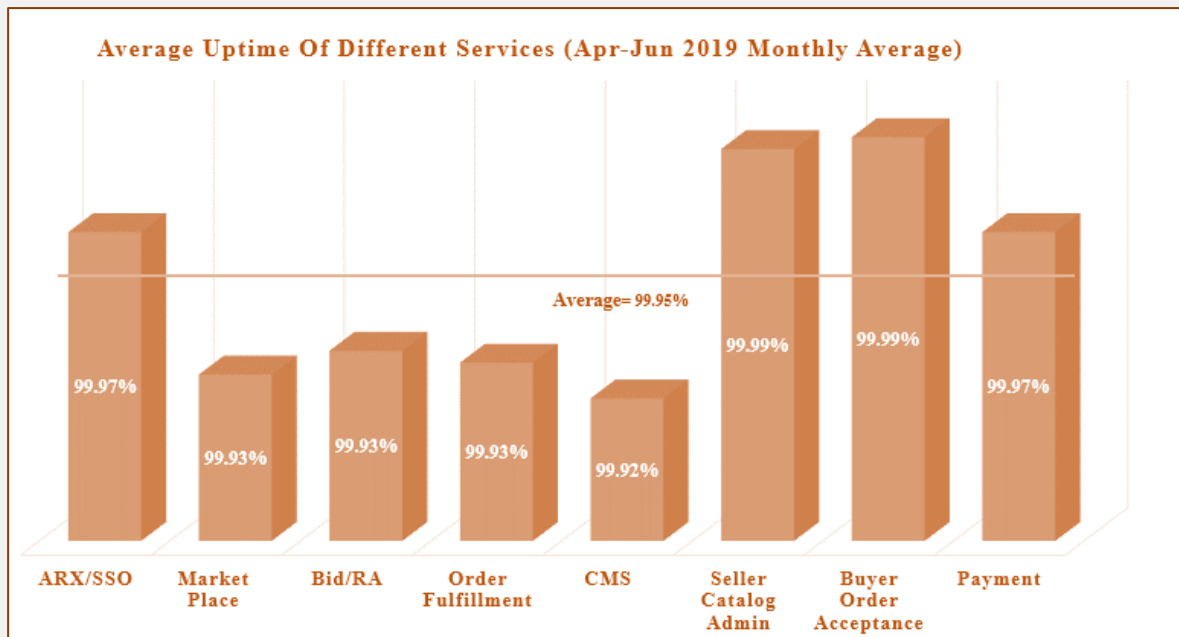
## 6.1 Availability

This dimension covers the availability of the platform, availability of all requisite information as well as availability of a comprehensive set of products & services for the buyers to choose from and procure.

**1. Platform** –GeM has been able to setup a robust infrastructure for the platform. This reflects in the %uptime for the portal as well as critical services. This is instrumental in adding to the buyer as

well as seller experience. For the report period of Apr-June19, the %uptime of the portal stands at 99.82% and %uptime of services stands at 99.95%.

There have been considerable improvements in performance of GeM website; the average page load time for all services has reduced from 1.9 seconds in Jan-Mar'18 quarter to 1.5 seconds during the report period. The transaction response for the report period stands at 2.0 seconds.



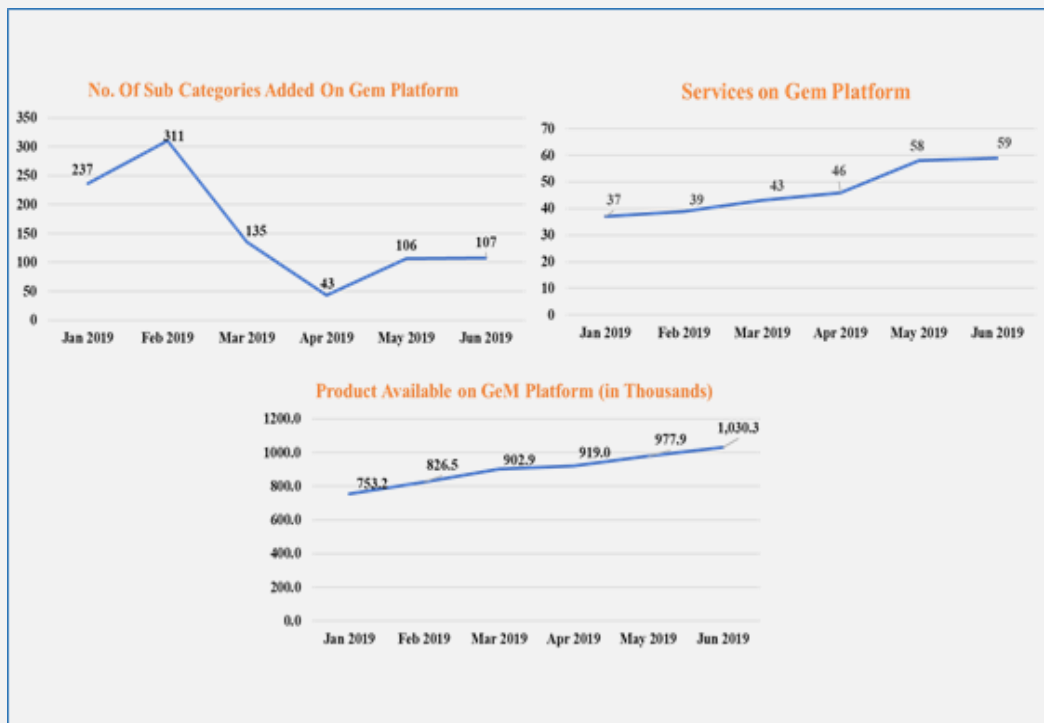
**Figure 4: % Uptime of GeM Platform**

**2. Information** –Availability of requisite information is necessary for buyers and sellers to be able to effectively use the platform. GeM recognizes this need and has created a Frequently Asked Questions (FAQ) section where answers are available covering typical queries ranging from registration to payment. As of now, more than 427 FAQs have been made available in Twelve Indian languages. Gem team is striving to further

improve the frequency of updates of FAQs and keeps on updating the FAQs based on the changes in the system. In addition, there is a rich library of training videos related to different aspects. In all, 40 videos are available in English and Hindi languages and there is regular update/addition of training videos across different platforms viz. GeM portal, YouTube etc.

**3. Products & Services** -With a catalogue of more than Ten Lakh Thirty Thousand products across 3300+ sub-categories and 1000+ categories, GeM aims to cover almost all aspects of the needs of Central and State government departments and bodies. During report period (Apr-Jun 2019), 256sub-categories were created, this reduced number as compared to Jan-Mar'19 quarter (770 new

sub-categories) is normal as GeM has already added categories to cater to most of the needs in public procurement space. GeM also caters to the services and outsourcing needs and has 59 services categories available in its portfolio o(Till 20<sup>th</sup>June 2019). As shown in the graph below, the number of products and Services on GeM platform is constantly increasing.



**Figure 5: Number of Products, Services Available on GeM and New Sub-Categories Added**



## Categories for Services created During April-June 2019

- Application Development
- Cab and Taxi Hiring Service
- Cloud Based Video Conferencing Service
- Consultancy Service
- Data and Voice Services
- Data and Voice Services
- Decorative/ Ornamental Plant Service
- Fresh Cut Floral Bouquet Service
- Healthcare Human Resource Outsourcing Service
- Healthcare Kitchen and Dietary Service
- Healthcare Kitchen and Dietary Service (Copy)
- Networking and Data Centre Specialists
- Packaged Drinking Water Service
- Prepaid Data and Voice Services
- Professional Services on Nomination Basis
- Taxi & Cab Hiring Service
- Video Conferencing Service
- Webcasting



## Professional Services on Nomination Basis

New Service has now been launched providing Buyers the option to extend their NICS contracts on nomination basis with necessary approvals till 31st December, 2019

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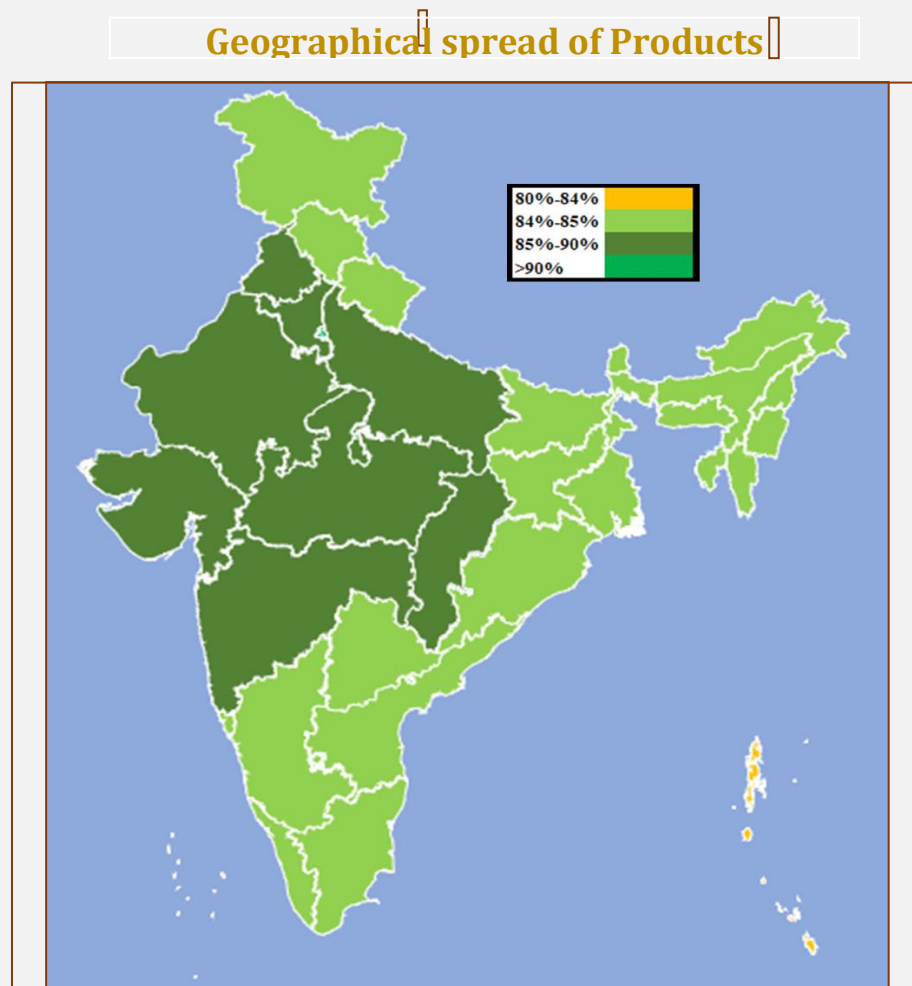


In terms of geographical coverage, all the 36 states and union territories have availability of more than 83% of total products and more than 88% listed categories having more than 2 sellers.

While Geographic Availability is captured from states at two levels: All India availability and State specific availability. The average product coverage across all states has increased from 81.67% in Jan-Mar'19 to 84.85% in Apr-Jun'19. Delhi

has the highest product availability of 92.68%. Locations like North-Eastern states, Lakshadweep, Andaman & Nicobar Islands have more than 83% products availability. Thus, GeM has contributed towards the goal of better connectivity of these areas with the rest of India from government procurement point of view.

Geographical spread of products availability is shown in the image below:



**Figure 6: Geo Coverage of Available Products  
(Percentage Spread of Available Products as Percentage of Total Products on The Platform)**

## 6.2 Discoverability

Ensuring availability is not enough to provide seamless buying experience. The GeM platform also needs to ensure that all available information is easily and quickly discoverable by the users.

**1. Search:** GeM provides seamless transaction experience to its users on its platform where one can search for desired product within seconds. To make the search process more robust and user friendly, GeM is also integrating advanced filters that can help buyers further refine the criteria for products/services they are looking for. GeM is also building product related enhancements to minimize the number of screens a user needs to traverse before reaching the desired product. **Two new filters to select rating and registered address of suppliers have been added in the search section during Apr-June'19 quarter.**

**2. Catalogue:** The most critical aspect of discoverability on any marketplace is a rich, accurate and easily accessible catalogue of products & services. To ensure a healthy catalogue, GeM has taken many steps such as - minimum 3 images to be uploaded for each SKU.

**Training & handholding of sellers and introduction of new Catalogue Management System (CMS) features have resulted in lower product upload rejection rate of 31.76% during the period under consideration as compared to 36.63% in the last quarter.** The on boarding of OEMs has been completed in many CMS

Quadrant 1 and Quadrant 2 categories where OEMs have been given extended responsibility regarding the control over their resellers.

**Average time taken for approval of product (1.38 days) in Apr-Jun19 quarter has improved significantly compared to that of Jan-Mar'19 quarter (1.54 days). GeM has SLA limit of 2 days for product approval.**

## 6.3 Operability

Features on the GeM platform should work seamlessly to create a truly efficient marketplace that saves time for users and makes the overall procurement process easier.

**1. Registration:** GeM is constantly striving to optimize its on boarding process for buyers and sellers.

- Process of Buyer Registration is a very important aspect of GeM performance and this process has significantly improved. In Apr-Jun'19 quarter, it took an average time of 4.67 days for buyer registration.

- For strengthening the seller ecosystem and to increase the faith of buyers on GeM Platform, it is a must that profile of all the sellers be completed in all aspects and sellers provide all the required information. Therefore, seller profile completion got mandated before product upload/transaction since August 2018.

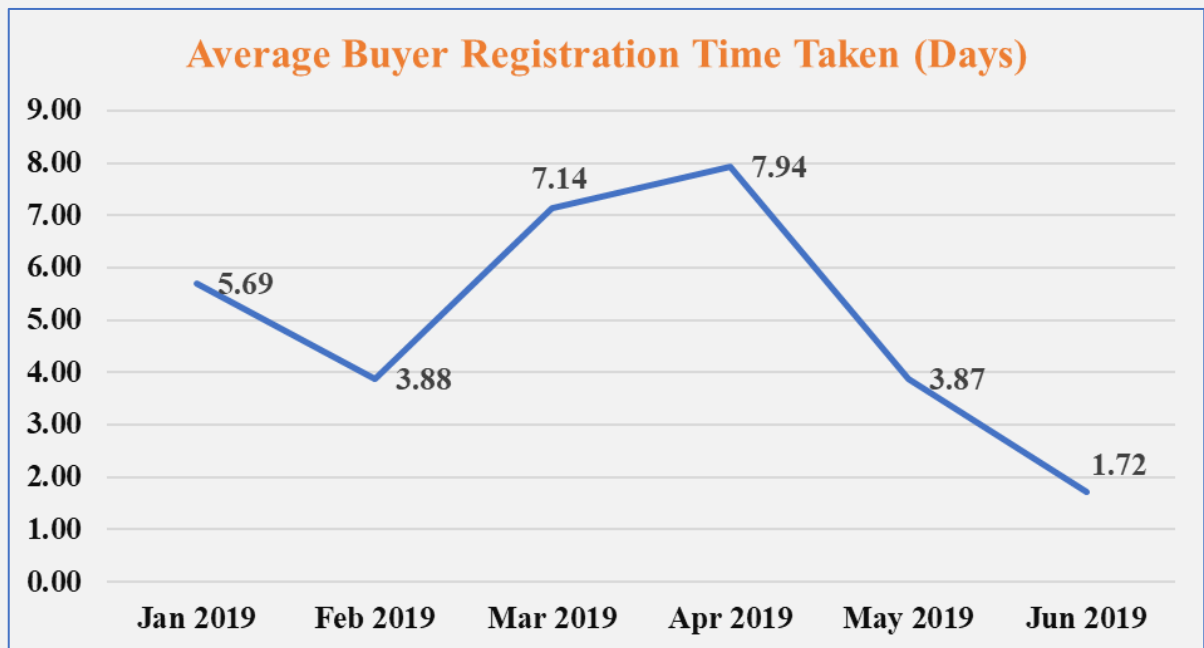
Many sellers and buyers typically do profile updates only when they upload the product for participation in GeM





transactions or when they have to buy a product, which increases the average time for registration. For average seller registration says KPI, we have taken seller registration time as the difference between the date when the seller registers and the datasheet update her complete profile.

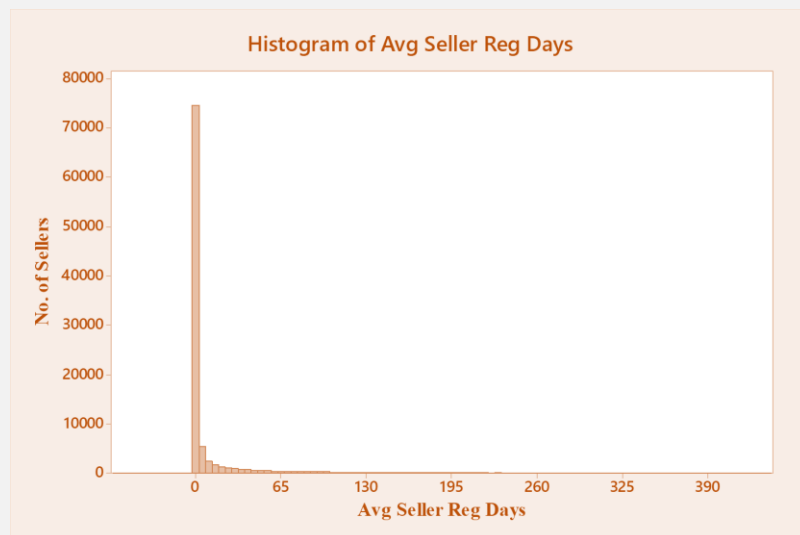
**There has been improvement in percentage of sellers with complete profile. 91.40% of active seller profiles were having complete information in Mar'19 which has improved to 92.7% in Jun'19.**



**FIGURE 7: Average Time Taken for Buyer Registration**

The Histogram below shows that the maximum sellers registered within 2 days. However, some outliers taking more than

400 days to get registered unfavourably influence the average registration time.



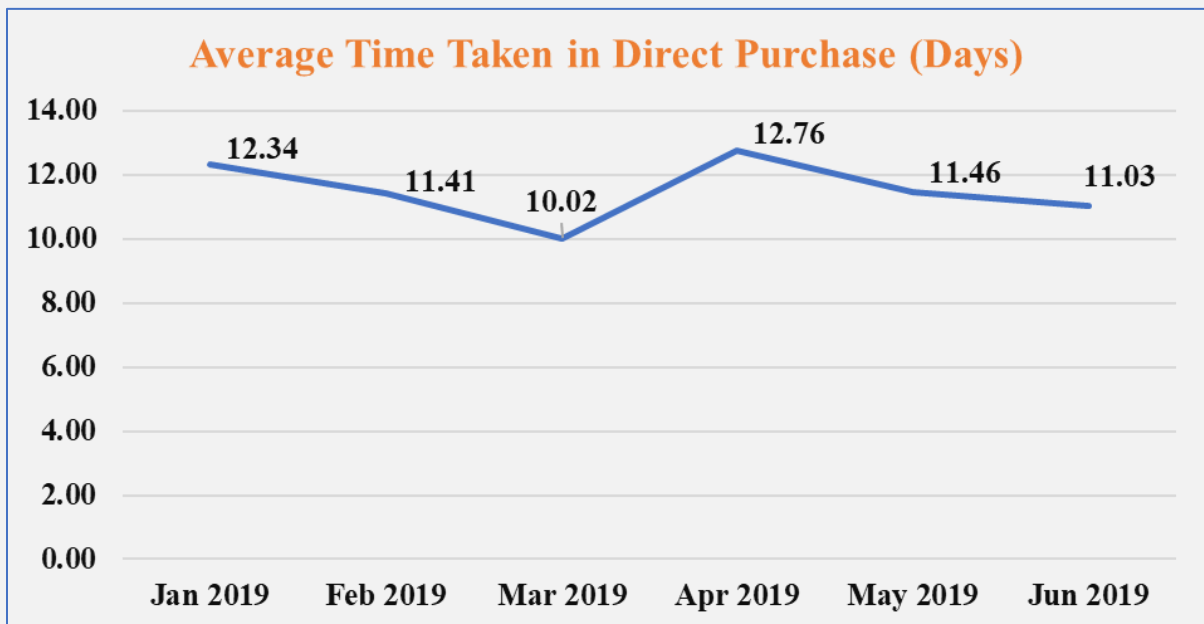
**FIGURE 8: Histogram for Seller Registration**

**2. Order:** Once the buyer/sellers are registered on the marketplace, it is imperative of GeM to provide an intuitive order placement user interface. Currently, it takes a buyer an average of 11.62 hours to complete a direct purchase through the platform. As the trend shows, this time has remained around 12 hours for past few months. Going forward, as the buying government organization ecosystem is becoming increasingly digitized, this time will come down further. Training and customer support teams are also playing a

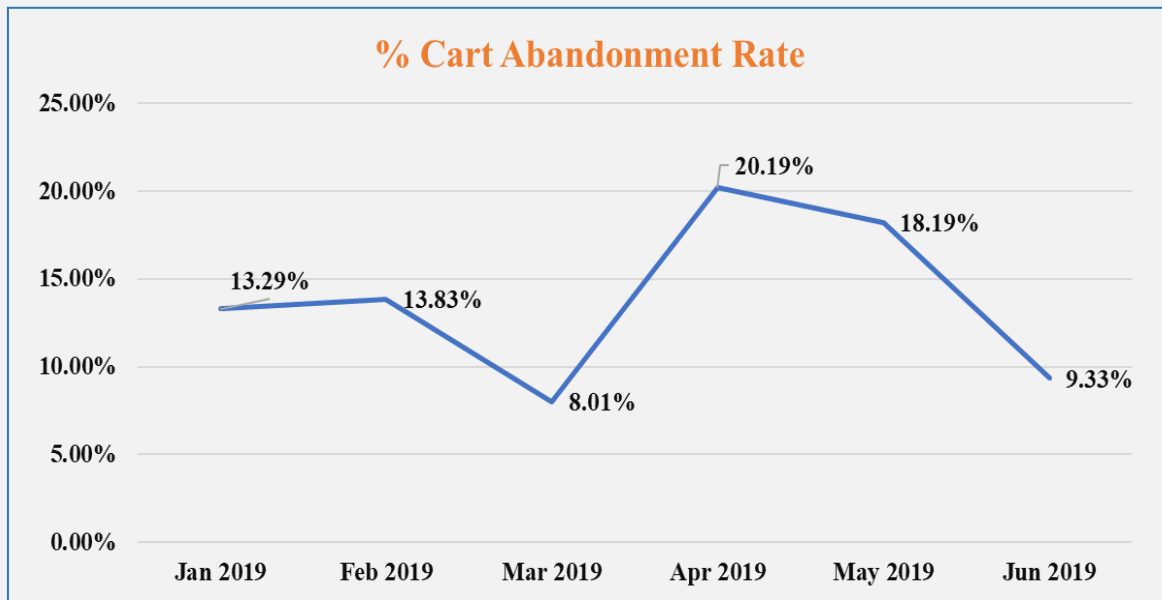
very important role in sensitizing the buyers about the usage of the portal.

Another metric for measuring order placement behaviour is the 'Cart Abandonment Rate'. The value of Cart Abandonment Rate for the reporting quarter (Apr-Jun'19) stands at 16.2%.

GeM is consistently working towards further improving the usability and operability of the platform.



**Figure 9: Average Time Taken in Direct Purchase on GeM**



**Figure 10: Cart Abandonment Rate**

**3. Payments:** Over 2.6 Lakh orders were placed of value over INR 3,300 Crores during 1<sup>st</sup> Apr' 19-20<sup>th</sup> June' 19 period. GeM is making a concerted effort to improve payment performance on the platform. Percentage of total payments made within SLA period of 10 days in the report period of Jan-Mar' 19 was 17.54%, while in the current reported period of Apr –June' 2019,

the payment percentage within SLA period stands at 25.98%.

**4. Ratings:** GeM has employed an automated rating mechanism to allot performance-based ratings to both buyers and sellers. This serves as a mechanism to not only identify the right sellers but also acts as a mechanism to motivate overall performance improvement of all users. For the buyers and sellers, the components of rating include:



**Figure 11: Parameters of Buyers and Sellers Ratings**



Above criteria are being constantly refined to further optimize the algorithm for buyer & seller ratings. For the current reporting period, average buyer rating stands at 3.41. Delayed payment by buyers is the major reason behind the low rating. Slight reduction in the seller ratings is on expected lines as modified seller rating mechanism, which also incorporates

impact of incidents raised against seller, was released in the report quarter from April 2019. Average rating of sellers during the report period was 4.06.

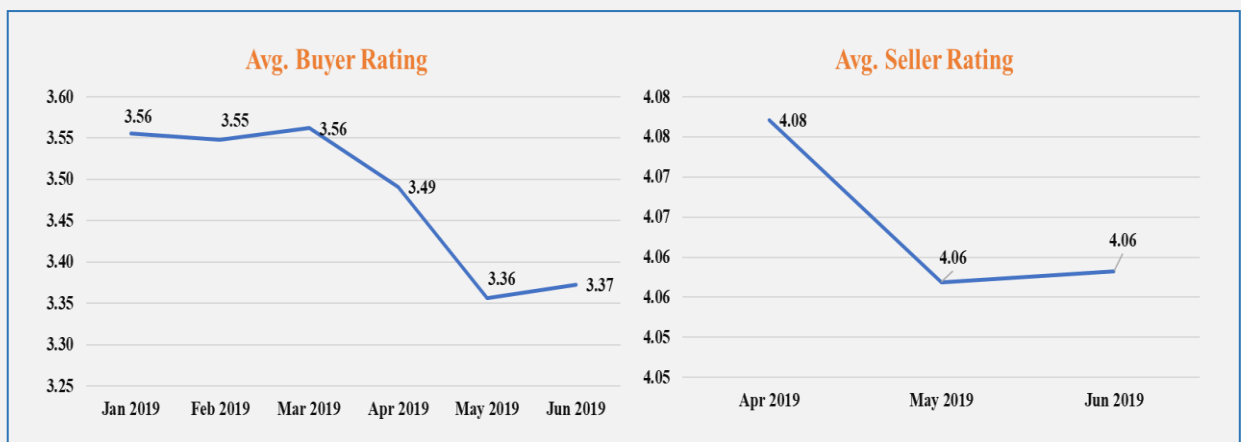


Figure 12: Average Buyer & Seller Ratings

**New on GeM**

**Auto Generation of Consignee Receipt and Acceptance Certificate (CRAC)**



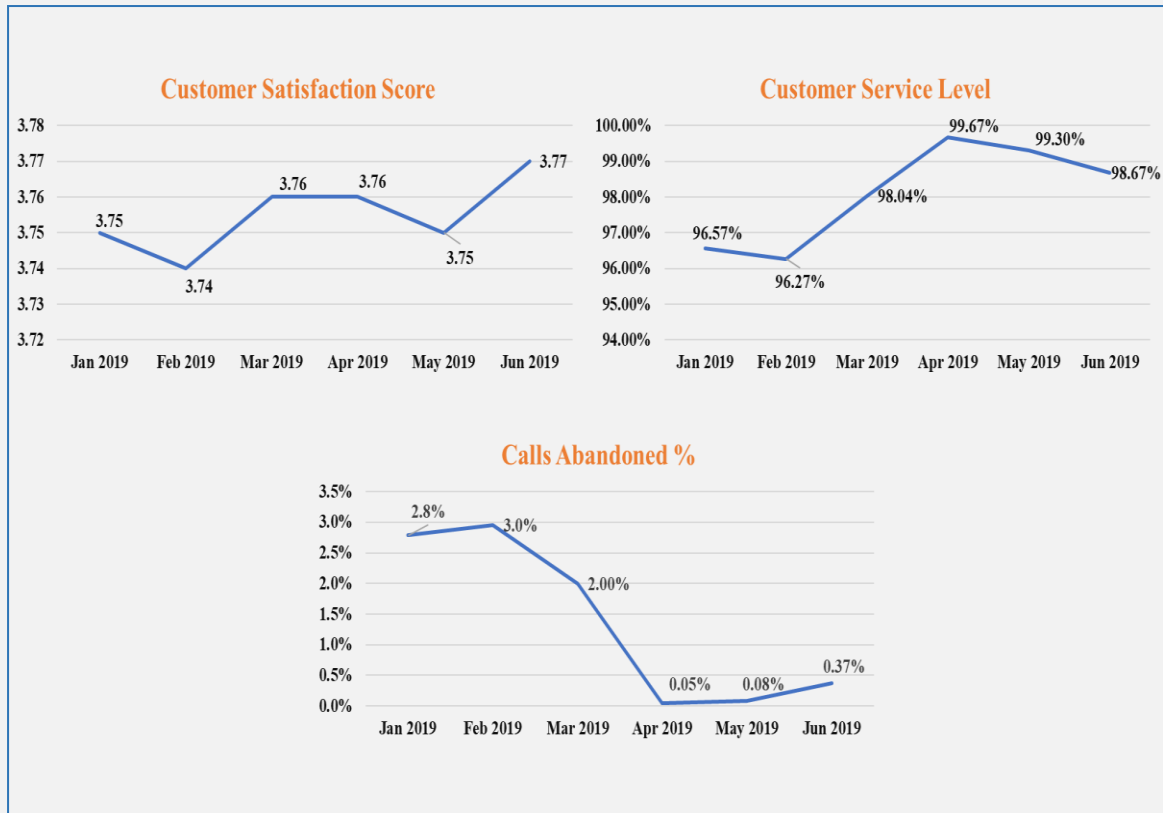
## 6.4 Responsiveness

Responsiveness of the platform includes efforts made by GeM to proactively communicate with and train its users. This also includes resolving user complaints and queries in an effective manner.

**1. Customer Care**—Providing good customer care is of paramount importance to improve user experience as well as to build high user retention on the platform. A good customer care platform delivers on four key dimensions:

- a Easily accessible, highly available channels of support
- b Timely responsiveness to queries and complaints
- c Excellent quality of response i.e. effectively addressing the customer queries
- d Constant learning & business process improvement

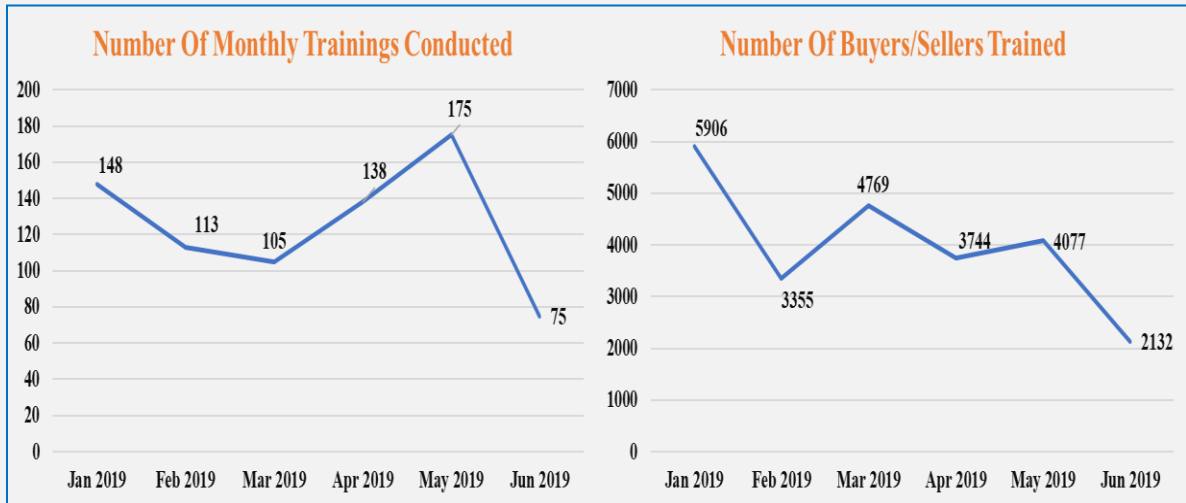
In terms of availability, GeM has enabled three channels of support i.e. call, email and chat. In the reporting period of Apr-Jun'19 the uptime of toll-free lines is already at 100% and the current service level in terms of calls answered is 99.25% which is a significant improvement vis-s-vis 96.85% service level in Jan-Mar'19 quarter. In customer care domain, GeM has maintained top standards across many dimensions. In terms of timely responsiveness, during the report period 99.40% of successful calls were answered within 2 minutes and 100% of tickets were responded within 15 minutes. The average customer satisfaction score is at 3.76 out of 5 during report period. On an average, 74 call centre agents were deployed to effectively address the queries. The rate of call abandonment stands at 0.15% in the reported quarter.



**Figure 13: Customer Care Statistics – Customer Satisfaction Score, Service Level and Call Abandon Rate**

**2. Training**—Training forms one of the most critical aspects of growth of GeM as it is imperative to migrate buyers and sellers from the old procurement system to the new mode of marketplace based online procurement. Significant steps have been taken by GeM in this regard which have received positive response from buyers and sellers across the country:

- a. Workshops and trainings at National and State Levels for buyers and sellers.
- b. Online Learning Management System (LMS) with 3 levels of Certifications launched.
- c. Training modules are available in 2 languages (English and Hindi)



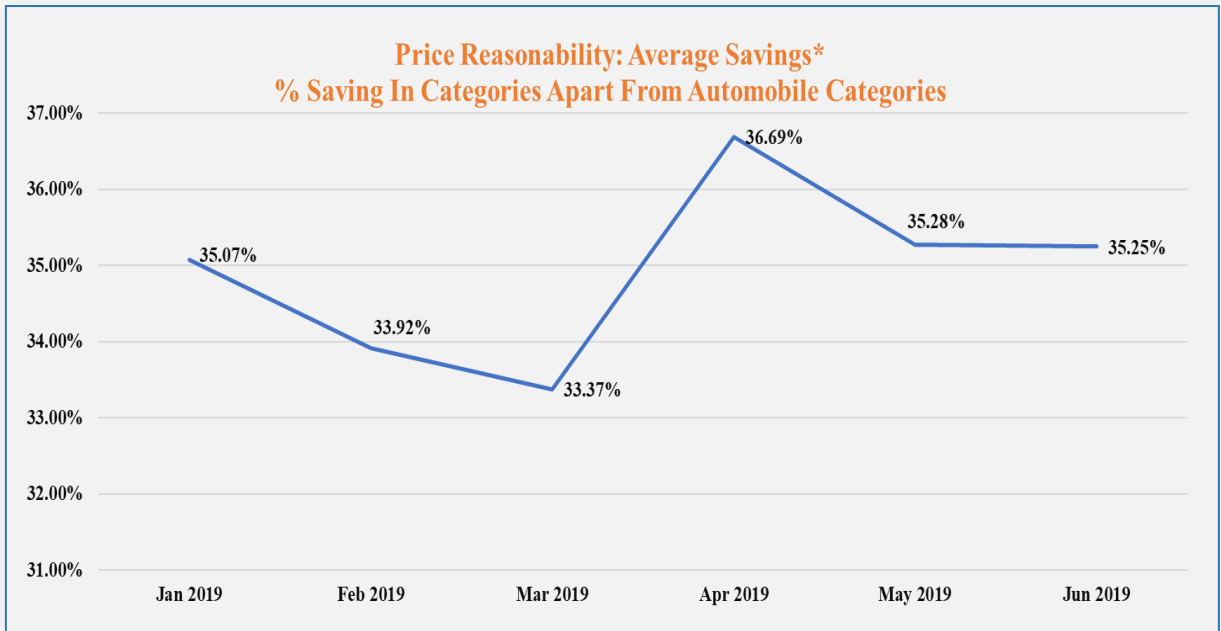
**Figure 14: Number of Trainings Conducted and Monthly Trend of Number of Buyers/Sellers Trained**

A total of 388 trainings sessions were conducted during the report period of Apr-Jun'19. Number of buyers and sellers trained in the same period was 84,71 and 1482 respectively. As already most of buyers and sellers are covered at-least once at organization level, the reduction in number of monthly trainings and monthly buyers/sellers trained is normal. Twelve special training events were also conducted during report period.

## 6.5 Product/Service and Delivery Quality

**1. Price Reasonability:** Savings from GeM is one of the strongest indicators of the efficacy of GeM and is also a tangible measure for the benefits it provides to the

buyers. Savings from the portal have been consistently above 25% for Top-10 categories (excluding automobiles). Change in maximum limit of direct purchase from 50,000 to 25,000 in the reported quarter will make buyers to follow bid or L1 route thereby further reducing prices of product/services due to competitive nature of the purchase modes. The increase in number of transacting sellers and products on GeM platform will further lead the reduction in prices due to increase in competition on the portal. Increase in number of orders will also help drive increase in the savings due to creation of economy of scale on the platform.

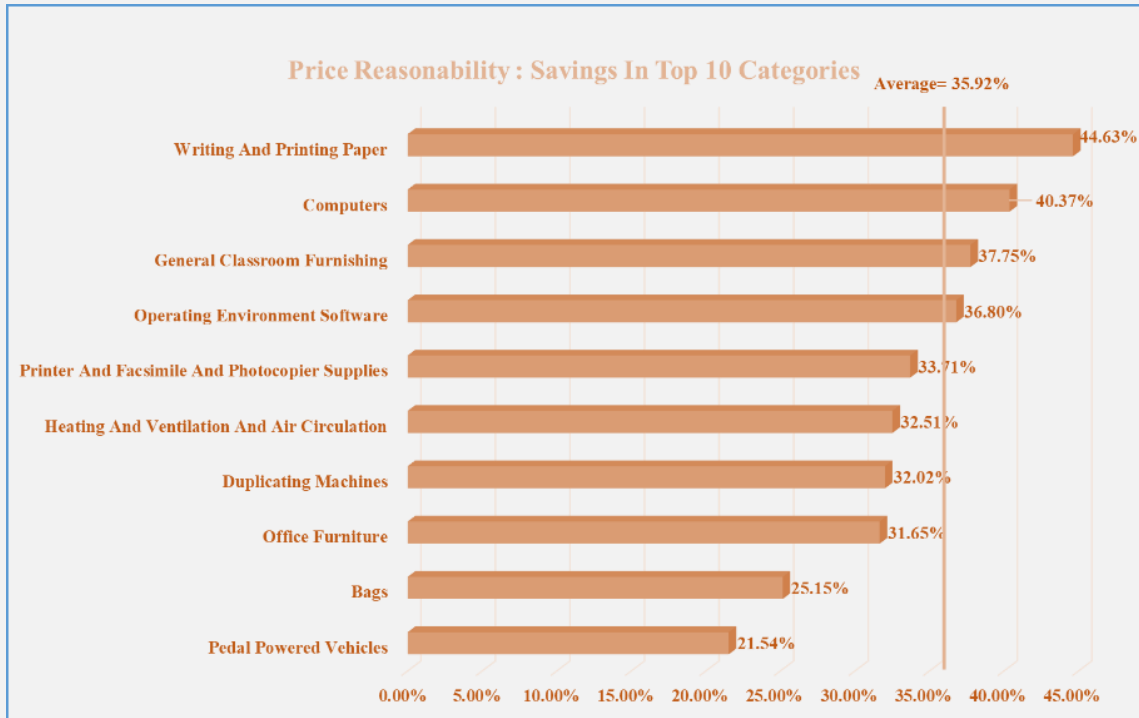


**Figure 15: Price Reasonability (Average Savings)**

Among the top ten categories by value, four categories (Writing and Printing paper, General Classroom Furnishing, Operation Environment Software and Computers) have savings more than 35% highlighting the potential extent of savings in different

categories. At the same time, six of the top ten categories have savings below the average and increased savings in these categories is likely to drive a significant increase in the overall savings.



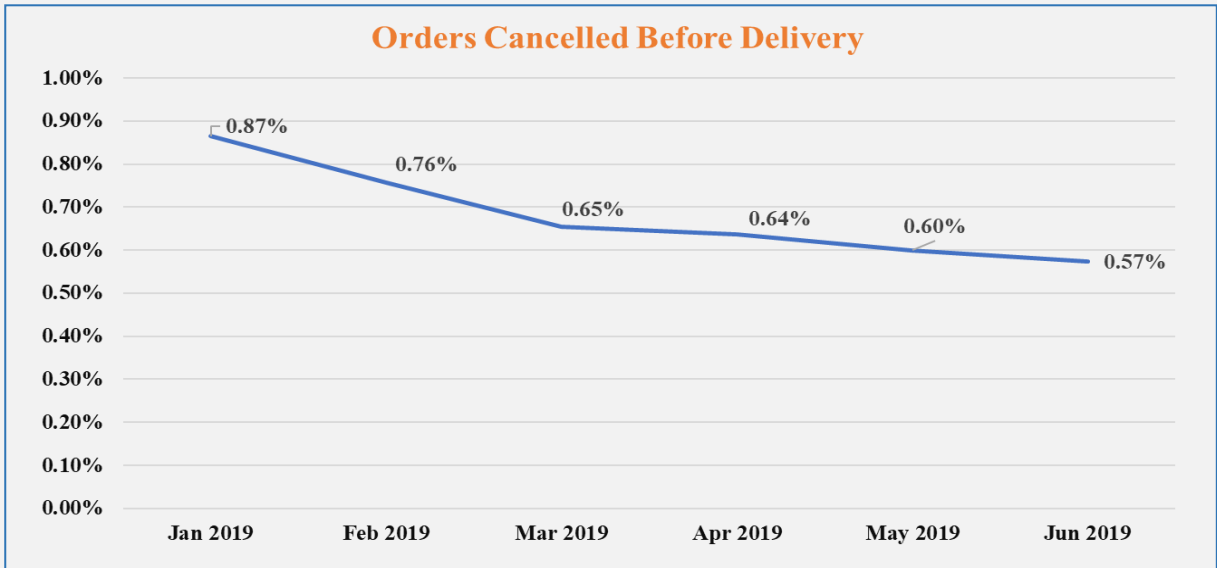


**Figure 16: Average Savings (Top 10 Categories by Value)**

**2. Orders Cancelled Before Delivery:**

Order being cancelled before delivery is an indicator of quality of seller behaviour on the platform. A buyer is permitted to cancel orders post the stipulated delivery date, if delivery is delayed. As shown in the figure below, the behaviour on the platform has been improving in terms of

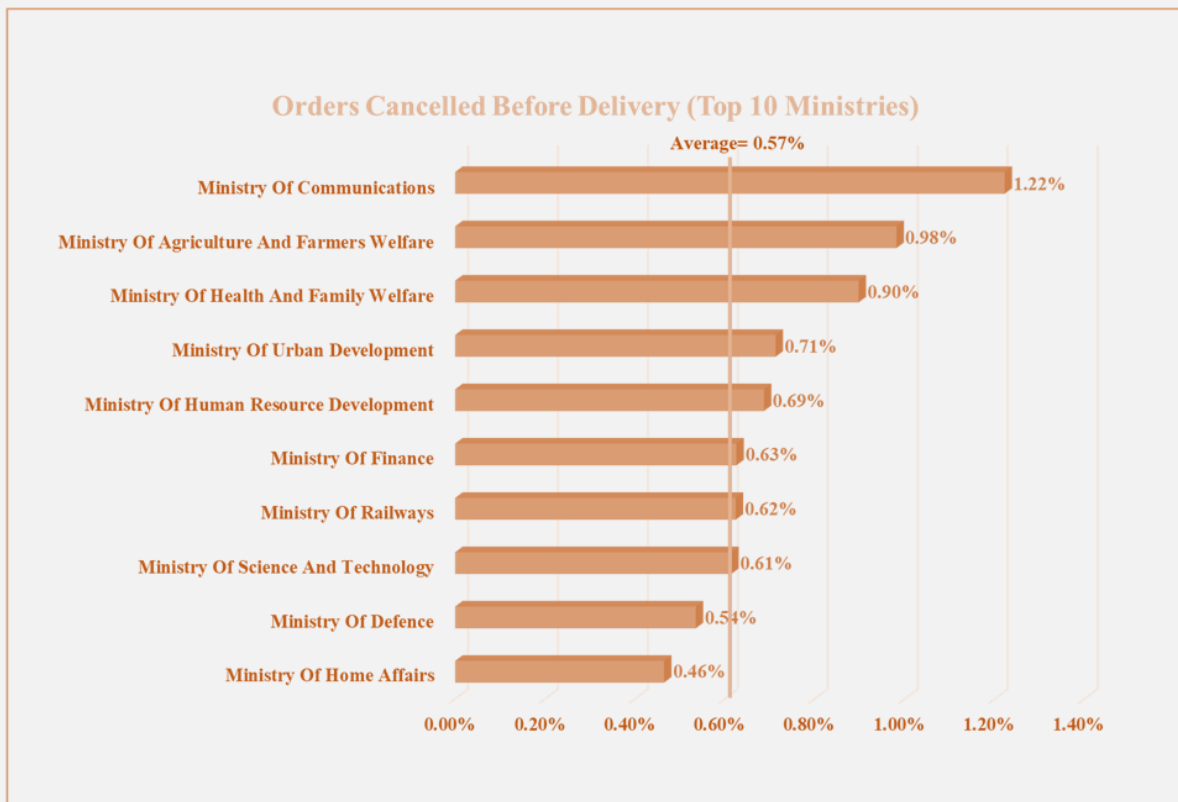
such cancellations and the rate has come down to 0.57% in June'19 as compared to 0.68% in Mar'19. Due to strong incident management mechanism at GeM, it has become extremely difficult to cancel an order without proper justification.



**Figure 17: Orders Cancelled Before Delivery**

The cancellation rate for top 10 Ministries with respect to overall average rate is shown in figure below. This shows that bringing down cancellation rate in a

Focused manner for the top 10 ministries can significantly further improve the metric.

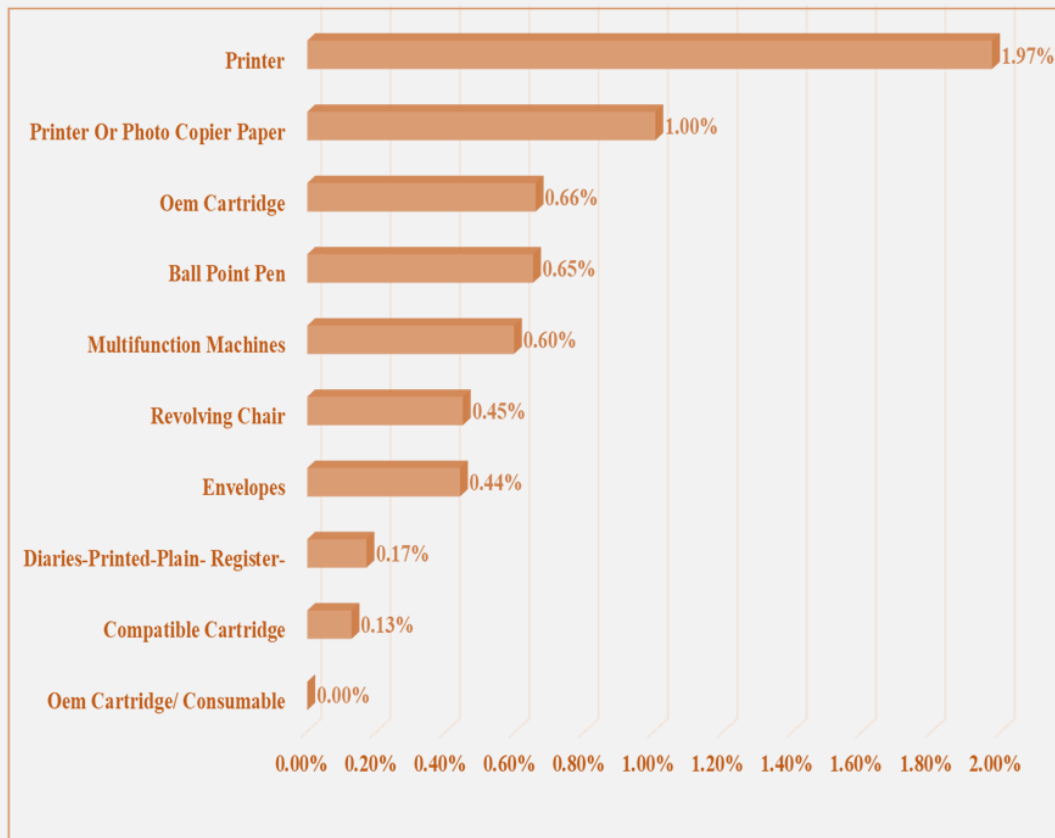


**Figure 18: Orders Cancelled Before Delivery (Top 10 Buyers by Volume)**

The percentage of orders cancelled before delivery is disproportionately high for printer category. Close monitoring is being

done for the reasons of cancellation in these categories to improve this metrics.

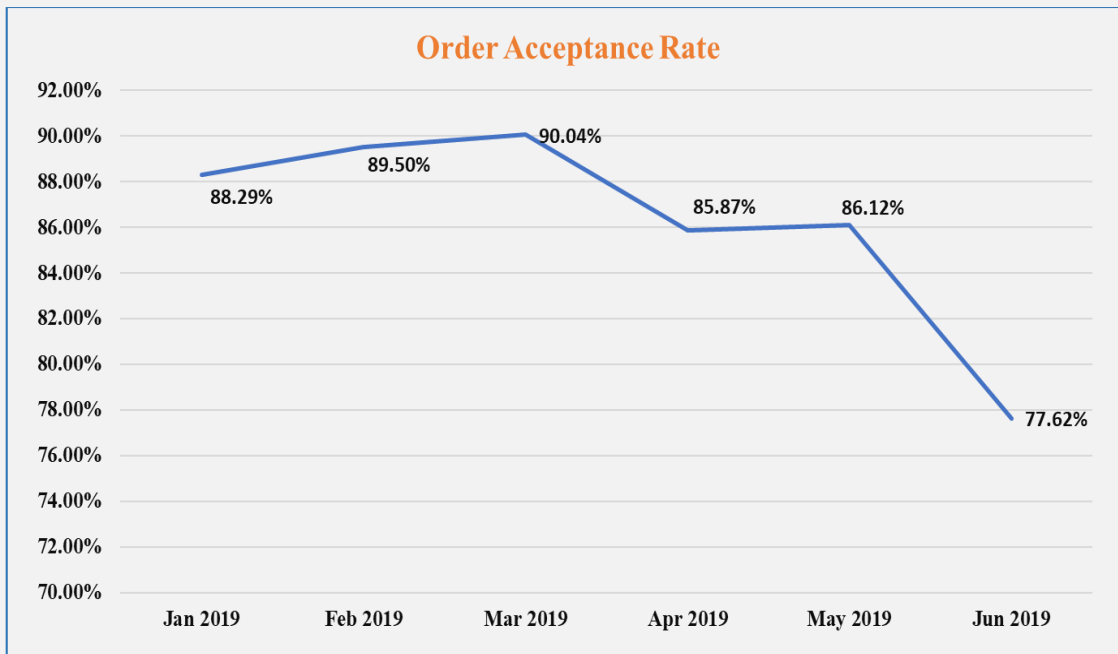
**Orders Cancelled Before Delivery (Top 10 Categories)**



**Figure 19: Orders Cancelled Before Delivery (Top 10 Categories by Volume)**

**3. Order Acceptance Rate:** It is a very important indicator of the effectiveness of sellers in being able to serve the orders. On quarterly basis this value has reduced from 89.30% in Jan-Mar'19 quarter to 83.28%

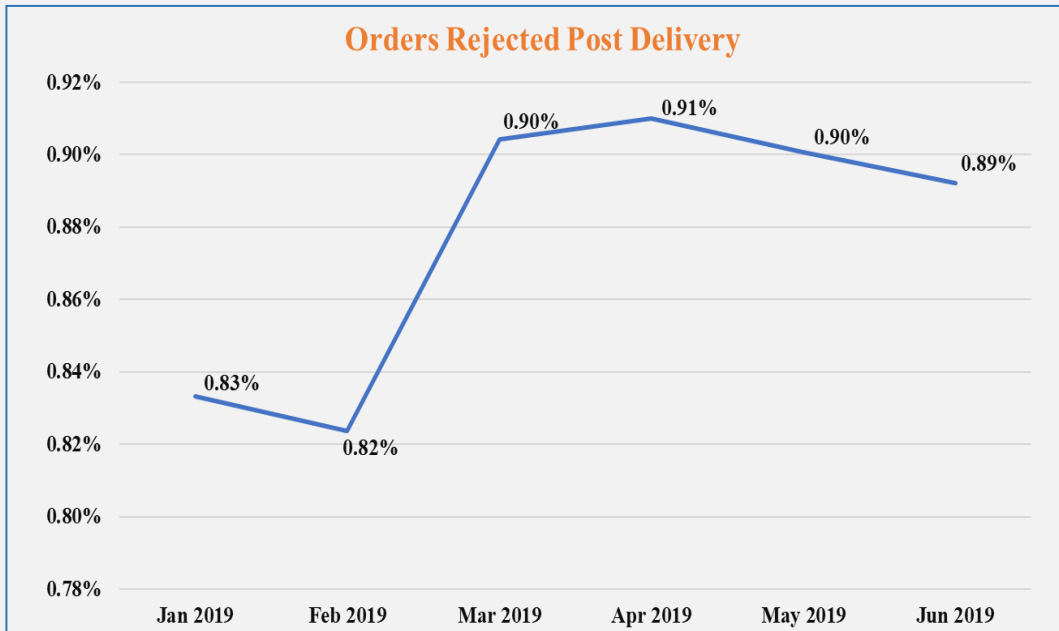
in Apr-Jun'19 period. A tightly implemented vendor rating algorithm and incident management system will improve this parameter on the platform.



**Figure 20: Order Acceptance Rate**

**4. Orders Rejected Post Delivery:** This is an indicator of the quality of product or service provided by sellers. It has been consistently less than 1% on GeM. Combined efforts from the sellers and buyers can improve this value further. Increasing number of sellers on the platform is likely to increase competition and thereby serve as an enabler to improve

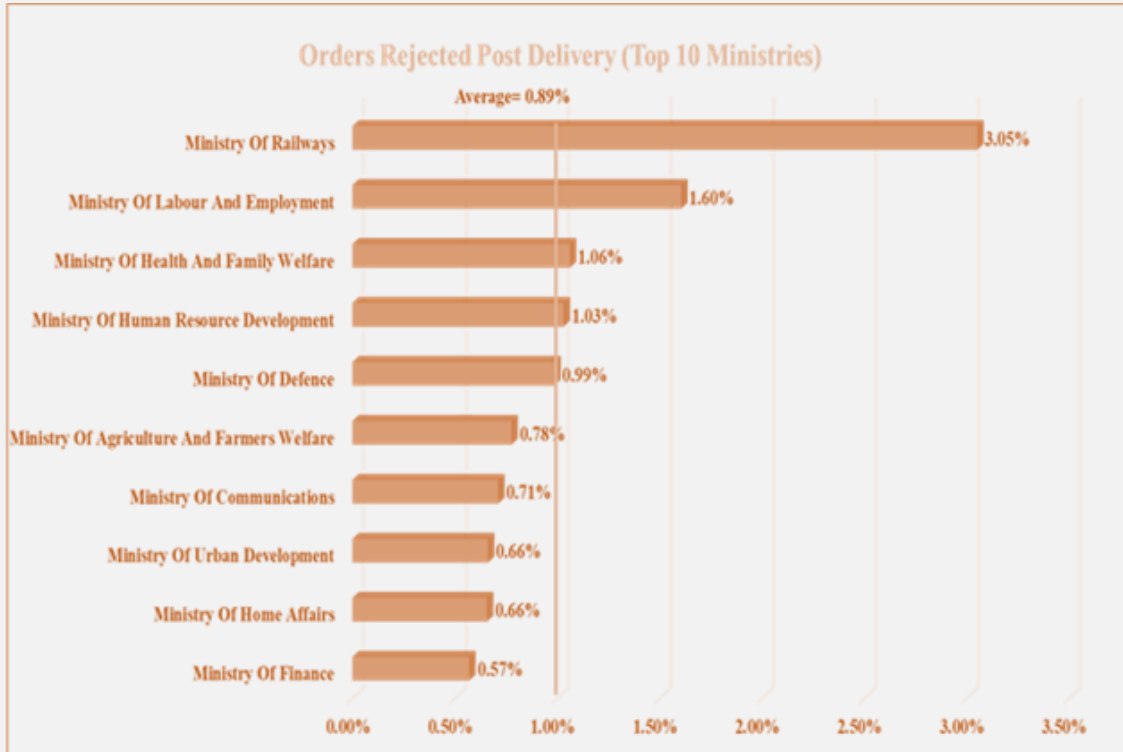
quality. Buyers on the other hand can clearly lay down their specifications to avoid any potential mismatch on requirements post-delivery. Improved vendor rating algorithm which incorporates outcome of incidents, will also deter seller to deliver substandard goods to buyers.



**Figure 21: Orders Rejected Post Delivery**

Amongst the top buyers, this value is higher for the Ministry of Railways (3.05% as against 0.89% average). In last reporting

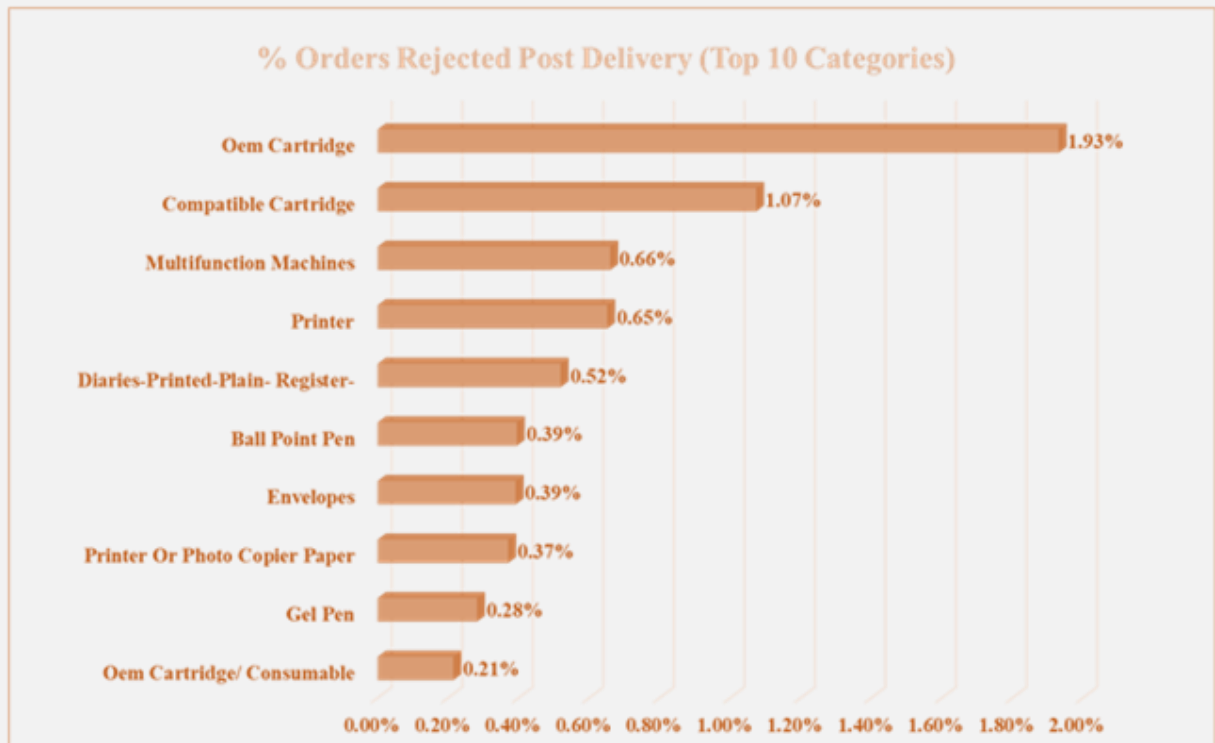
period of Jan-Mar'19 this figure was 3.49% for Ministry of Railways.



**Figure 22: Orders Rejected Post-Delivery (Top 10 Buyers by Volume)**

This value is also high for a few specific categories like OEM Cartridges and Compatible Cartridge, therefore improvements in these categories is likely

to drive further reductions in overall rejection value.



**Figure 23: Orders Rejected Post-Delivery (Top 10 Categories by Volume)**

## 7. Fraud Prevention

GeM leverages the power of data analytics to ensure transparency and enforce strict standards of business among buyers and sellers. By analysing the data related to product approval, order, payment, registration pattern - deviations/anomalies are identified and prevented on regular basis.

To reduce potentially fraud cases on GeM, GeM keeps on adding, modifying purchase rules. In the reported quarter the maximum limit of direct order was reduced to 25,000 from 50,000. Similarly, the

maximum limit of L1 direct purchase order was reduced to 5 Lakh from 30 Lakhs. Such measures on one hand reduce prices due to increase competition among sellers secondly, they also lead to enhanced transparency.

Senior Buyer Authorities at State as well as at Central level have been regularly intimated if any of suspicious cases have been found such as splitting or buyer seller collusion. Functionalities are constantly added/modified in the system to prevent suspicious activities.



Cases have also been identified and reported where seller – seller collusion, cartelization are identified. Apart from this, cases, where the product being sold was totally different from the product shown on GeM, are also identified and reported. Continuous efforts are being made by leveraging Analytics to make buying and selling on GeM more transparent.

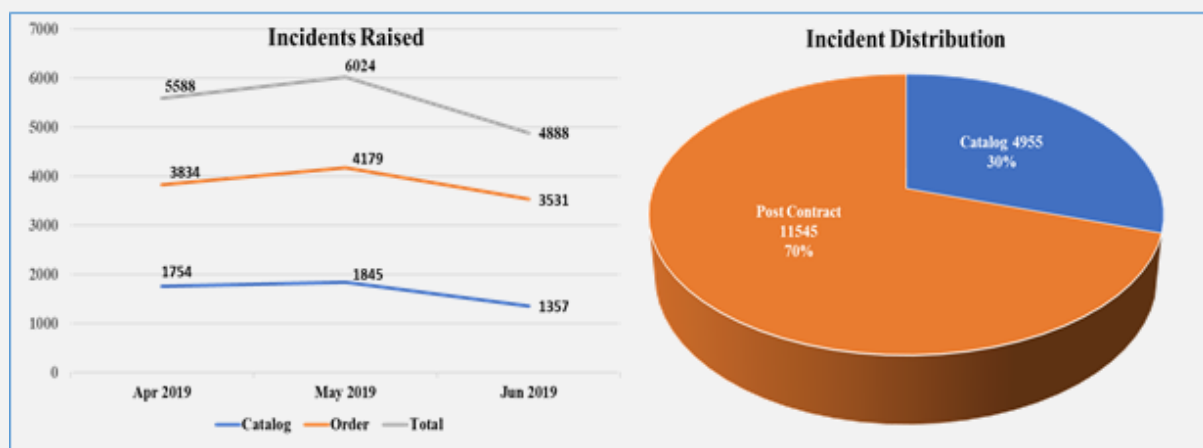
Based on findings of Fraud analytics team, regular rules are being made and implemented.

## 8. Incident Management (IM)

To protect consumers, brand owners and legitimate sellers and to maintain the integrity of the portal, GeM has introduced a comprehensive IM Policy to prevent counterfeit goods from being offered or sold on its portal. Any incident wherein wrong / substandard / counterfeit products are delivered to the buyer is subject to

scrutiny, and the buyer has a provision to reject such goods supplied. In such cases, the buyer withholds the issuance of CRAC. This triggers the Incident Management System that can result in suspension of vendors post scrutiny, issuance of show-cause notification to them and eventually disabling them on the platform, depending on the gravity of the issue. Under this initiative, the GeM uses technology and crowd sourcing to continuously monitor and thwart counterfeiting and de-lists suspicious items, when reported on the IM module. GeM takes strict actions against the perpetrators, ranging from limiting the seller's ability to operate on the platform for a certain period to disabling them for a year and initiating Debarment process.

In the report period of Apr-Jun'19, more than 16,000 incidents have been raised. 30% of incidents are related to catalogue (market) and 70% are related to post contract.



**Figure 24 Monthly Incidents Raised by Buyers/Sellers**

Among post contract Incidents raised during Apr – Jun'19, 42% are raised against buyers and 58% were raised against sellers. To bring the incidents down, it is required to identify the major reasons of incidents and take corrective actions accordingly. Top buyer and seller related incidents during AprJun'19 are

given in figure below. Major issues on Market related to products listed in wrong categories and Fake Authorization, and those of post contract, related to delay in payments and delay in CRAC generation (against Buyers) and non-delivery of goods and rejection due to quality issues (against Sellers).



Figure 25: Top Five Reasons for The Incidents







## 9. Achievements and Way forward

To make the ecosystem robust, secure and user friendly, the following activities have been performed during the quarter-

**I. Launch of GeMmy (Chatbot):** GeMmy - the chat bot on GeM was launched on 21st April 2019. GeMmy

is Anytime Assistant for resolving user queries 24 x 7. Within 10 days of launch there were almost 50 thousand users who have explored the newly-launched chat bot. 10% of 30,000 daily visitors click on GeMmy daily, while GeMmy is handling around 5000 queries every day!



**II. Rating for OEMs:** To enhance the quality of marketplace in terms of product sanity, price reasonability and coverage. GeM has introduced rating mechanism for Original Equipment Manufacturers. The rating will cover various parameters viz. presence in all

districts either through OEM or through resellers verified by OEMs, richness in catalogue, pre-order incidents, bid participation behaviour and Inclusivity. The aim of this rating mechanism is to inculcate competitive behaviour among OEMs and enhance quality of marketplace.

**III. Business Cockpit dashboard** is first of its kind business model created by GeM. By enabling OEMs get deeper

business insights, it would help optimise their end to end business view.

**BUSINESS COCKPIT**  
FOR OEMs

TAKE YOUR BUSINESS TO  
NEW HEIGHTS USING  
POWERFUL INSIGHTS

KNOW MORE

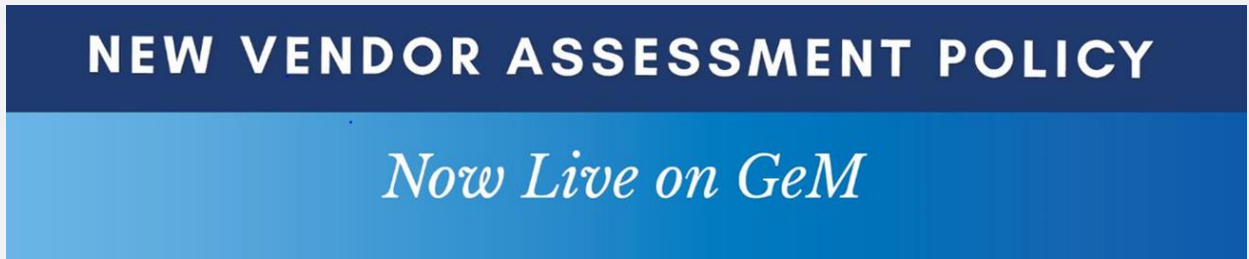
#### IV. New Vendor Assessment

**policy:** Rule 149 of General Financial Rules-2017, requires GeM to certify the credentials of GeM suppliers. GeM is conceptualised as a complete online platform, where transactions are made with minimal dependence on paper documentation, inspections or physical verification. GeM utilises online validations with verified third party data bases, assessment by qualified rating agencies and continuous evaluation of performance in GeM for certifying the

Vendor credentials. These are done in different levels.

The new Vendor Validation Policy covers three distinct aspects of vendors that are captured and validated. These are as follows:

- a. The vendors profile related information
- b. Business entity's profile with respect to the supplying capacity and past experiences
- c. Performance of vendors in GeM portal



#### V. Memorandums of

**Understanding:** GeM signed MoUs with UT of Lakshadweep, RBL Bank and DBS Bank. SBI and UP Government signed a

GeM Pool Account MoU at the SBI Headquarters, Lucknow, to adopt GeM pool account for all their transactions.



## VI. Women Entrepreneur

**Onboarding Campaign:** GeM has given special stress to promote social inclusivity by promoting MSEs, Start-ups, SHGs and Women Entrepreneur on GeM platform. To further this cause GeM in collaboration with CII Indian Women Network (IWN)

conducted an on-boarding session for Women Entrepreneurs to enrol their businesses and sell their products to various Government Organisations /Departments/ PSUs in a transparent manner.

## VII. Migration to Government Community Cloud (GCC)

**Community Cloud (GCC):** GeM has successfully migrated to GCC (Government Community Cloud) well before the deadline. We are now in an environment that hosts only Government

applications and data. Our IT security being strengthened, we infuse confidence in our stakeholders to transact on this truly transparent, efficient, and inclusive platform.

## VIII. International Yoga Day

**Celebration:** GeM participated in International Yoga Day celebration on 21 June 2019 at Lodhi Garden where Hon'ble

Commerce & Industry Minister visited GeM stall and urged small traders, retailers and industrialists in India to be part of GeM platform.





## 10. Major Enhancements during April to June 2019

1. New Filters are introduced in the Marketplace:
  - a. Seller Rating.
  - b. Location Based Search.
  - c. Year drop down in Market for PMA / Make in India.
2. Seller Name Masking implemented.
3. Seller IM history is displayed on Buyer dashboard.
4. User Interface enhancements for Market Sanity for Price Trend and Price Prediction.
5. Enabled GeM Pool Account (GPA) functionality for Non-PFMS buyers.
6. Enabled online splitting of bid based on MSE Purchase Preference.
7. Bid to RA- new rules introduced.
8. Disablement of Suspended and Disabled sellers activated.
9. Classification of Buyers as Red, Green and Orange based on payment delays to be displayed to Sellers
10. Online Audit Trail for Direct Purchase, L1 Buying and Bid / RA.
11. Integrated Feedback Form for short-listed Start-Ups.
12. All buyers have been restricted from further transaction in cases where:
  - a. Private email (for primary and secondary users) were being used.
  - b. Any hierarchy data was found to be missing.
  - c. Incomplete or incorrect mobile number.
13. Secondary contact no of sellers as mandatory field on registration.
14. Market- CMS 1 and CMS 2 OEMS will be able to provide OEM market link at the time of product upload so that it is displayed on the Product
15. Enhanced reports for orders, bills and invoices for ministry level users.
16. Incident Management- Inclusion of Incident Management impact on the seller Ratings.
17. Payments- Details orders update form for buyers to update the offline payment status from the previous financial year.
18. ERP Integration of HPCL with GeM.
19. Contract Management- Provision for buyers to cancel the contract above INR 30 lakhs. If the delivery period has not expired, then the cancellation request would be mutual between seller and buyer but if the delivery period has expired then the cancellation will be performed by the buyer himself. This feature is available for Bid/RA and direct purchase of product contracts only. Buyer is now able to extend the delivery date.
20. Bid / RA - The buyer is now forced to select one of the options in Golden Parameter at the time of creation of bid.
21. Buyer will have an option to manually verify the ePBG as many times the verification from banks gets delayed or fails.



22. Services to have an option for Buyer to input minimum rate that can be offered in the bid for Commission based services. In case the buyer does not enter any value, then 0.01 would be considered.

23. Start-up Runway – Video explaining the process uploaded on the website

24. Online Request Management of ATC – Now buyers can request the ATC which will be directly sent to concerned authority in GeM for recommendation and approval process.

25. IFD/Competent Authority has been changed to IFD Concurrence / Competent Authority (HOD / Head of Office)



## GeM Handbook

A ready reckoner for users of GeM

It lays out the basic set of rules that guides the different facets of the GeM initiative across strategy and operations

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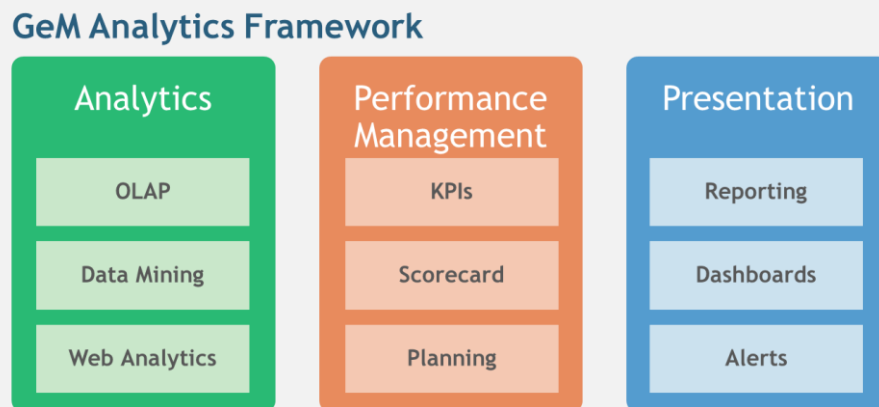


## Appendix I: GeM Analytics Framework

For implementation of an efficient business intelligence platform, GeM has created a reporting, analytics and information delivery framework as shown in figure below. This framework defines mechanism of enabling effective consumption of data by end users to drive proactive decision-making.

The GeM Quality Framework (GQF) is one such use case of data consumption

which consumes the data provided by Analytics Framework to highlight the status of platform quality as well as interventions required to improve the quality of the platform. The Quality Framework leverages the OLAP/Data Mining/Web Analytics platform to record a set of well-defined KPIs and present them as part of a quarterly report.



**Figure A.1: Analytics Framework**



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# GeM

Government  
e Marketplace

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Efficient • Transparent • Inclusive

