

Government e-Market Place – GeM 3.0

Product/Service
Listing GeM 3.0



Change History

Sr. No.	Document version	Release date	Drafted by
1.	Version 1.0	30 Nov 2017	GeM

This is version 1.0

Meta-data of the Standard

S. No.	Data elements	Values
1.	Title	Product/Service Listing on GeM
2.	Present Status <i>(Draft/Released/Withdrawn)</i>	Released
3.	Drafted by	Upmith Singh, GeM
4.	Publisher	GeM
5.	Target Audience	Stakeholders of GeM including buyers, sellers, industry associations, partners etc.
6.	Source <i>(Reference to the resource from which present resource is derived)</i>	As part of scaled up version of GeM i.e. GeM 3.0, a transition framework has been framed, under which GeM, has adopted an inclusive consultation and communication strategy, wherein all key To-Be modules, features and functionalities of GeM 3.0 would be consulted with key GeM stakeholders. <u>This document is one of the consultation items</u>
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1. Introduction

Product catalogue accuracy is arguably the most important factor in the success of any e-commerce platform, more so in case of Government's e-marketplace because of the multiple compliances required and overall transaction size. To ensure high quality catalog is available on GeM following two functionalities are needed:

- a) Strong Catalog Management System (CMS)
- b) Robust, Dynamic & Scalable Product/service Listing System

For CMS on GeM 3.0, a consultation document has already been shared (<https://gem.gov.in/forum/transition>), which highlights the need for unambiguous specification of Products and Services. This is essential for Government buying process as buying decisions are based on specifications and are brand unaware/neutral. The CMS 3.0 attempts to embed and operationalize the above mentioned standardization in the GeM Marketplace.

This document will present an overview of Products /Services Listing on GeM by Seller/Service provider

2. Product/Service Listing - Features

2.1. Demand Driven Categories

Based on learning from Pilot operations, CMS on GeM 3.0 had been refined to ensure that listing by sellers/Providers is significantly more easy and convenient. The existing product and services category and related subcategory will be approached through the new CMS (Catalogue Management System). All pending requests for new product category shall be enabled for listing subject to recommendation from the major buyer entities. The domain ministries are required to provide their priorities for such onboarding of new categories on an ongoing basis.

2.2. OEM as Single Source of truth

OEMs of commonly procured items have been requested to provide the technical specifications of their products, along with make and model details. Also, OEMs have been requested to provide complete master list of authorized sellers of their products. Only in cases where such list is not provided or fully certified, will sellers of OEM products will be permitted to list such products, with substantiating documents uploaded.

2.3. Certifications of Products/Services

As part of Quality assurance of products/Services on GeM, wherever, required Category Catalogue will identify Certifications for a listed product /Service category. (ISI,BIS,BEE..). GeM will establish an online integration wherever possible for verifying such certificates with competent certifying entities. Otherwise, upload of supporting documents (including lab reports) will be optionally available to sellers/providers that can be appropriately factored in by Buyer entities.

2.4. Updates of Listings

The Product listing is aimed to be *dynamic and at the same time be moderated* to provide an environment of stable transactions. The proposed listing process will ease out the process for seller, when he/ she wishes to offer alternate products, on technological advancement, or addition of new features. Also when there is requirement of modification of TP, or removal of end of life products, GeM will ensure that both sellers and buyers are able to be notified these requirements by way of a formal request, which will trigger online process with specific SLA to accept the request and act upon it or reject if not found appropriate. On account of standardized specification, the seller will be able to select the make and model and system will be able to fetch the critical Technical particulars, which will enable the product listing simpler.

The seller and the service provider will be enabled to update listed product/service details as and when required with certain process flow limitations. For example, seller can change his offer price, with some limitations, say upward revision is allowed only once in 30 days. Also there will be constant sanitization of the listed products in the market to ensure basic hygiene of the market-place. Any breach of the accepted discipline by the seller would be flagged for impact on his *rating* as well as if repeated instances will invite punitive action.

2.5. Pre - marketplace listing

Listing mechanism is designed in such a way that, requests for any number of new category creations shall not be limited by any technological constraints. *Scalability* is designed in such a way that, seller/buyer can share their specific requirement or new product, through an online *clearing house*, which will be automated with clearance mechanism that is both transparent and fair.

2.6. Assessment of listed Products/Services- Verified products/Services

Vendor Assessment by SEBI empaneled agencies will include assessment of products listed and services offered. This would be available for validation of capacity to deliver, quality of products and verification of functionalities /competencies offered by Vendors on GeM. Such verification would be factored in the GeM ratings of the products /Services as also be identified as **verified**, a filter that can be used by Buyer in his selection process.

2.7. Rating of Products/Services

GeM 3.0 will feature an organic and embedded rating module that will provide the buyer with insights into a product/service performance on GeM.

Detailed module on Rating on GeM is being shared separately.

3. Role of SCOGEM (Standing Committee on GeM)

The buyer Departments have a key role in the Products Management.

- a. The SCOGEM shall go through the draft Technical Particulars for standardisation and provide recommendations.
- b. They shall play a key role in listing out products for approval.
- c. Based on their experience of past buying, SCOGEM can have a view on the indicative price.

4. Migration of Existing Product Categories

The effort is to provide an automated, product listing, where the text based inputs are minimised. This shall be possible as the standardised LOVs will be made available for most of the commonly procured products. The approval team will need to look only the mismatches from the approved LOVs. Before the migration of existing products, all product categories and each product shall be passed through the screening mechanism proposed above, and only those products which pass through shall be migrated. The process has to be completed in the prescribed timeline. Sellers and Providers will be notified regularly on updates required for their listed products to be migrated to GeM 3.0.

Sellers are advised to be alert to notifications being sent to them as part of transition strategy and migration to 3.0.

(i) Challenges to Product Listing

The top challenges that need to be addressed to provide robust product listing system on GEM are as follows:

1. Unambiguous TP definitions with pre-defined data types (addressed in CMS)
2. Seller discipline and capacity based catalogue upload
3. Image sanitization
4. Catalog matching in case of small variations

(ii) Product Approval Flow- for GeM Administration

Product Approval flow is designed in a compartmentalized fashion where the approval is broken down into multiple steps. Each category will have a GeM admin group associated with it for the approval process. Each admin group will have users who will be responsible for specific tasks in the approval flow. Following are the tasks in approval flow of a product:

1. Check for correct categorization
2. Check for product duplication
3. Check for data sanity
4. Check for TP validity
5. Check images –

System for Auto-sanitization of images will be built over time based on the images processed and tagged using google vision. Once such system is in place, manual image verification will get reduced. Approved product will get listed on the GeM portal while rejected catalog will have a reason code attached to it which will give seller clarity on the reason for rejection.

(iii) Migration to GeM 3.0

The existing product listing shall be screened for data integrity and matching with the approved Technical particulars. All sellers shall have a re look at their uploaded products only products matching with the technical particulars will be taken to GeM 3.0

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