



## **AN OVERVIEW**

### **A DEPARTMENT OF COMMERCE INITIATIVE**



## GOVERNMENT E MARKETPLACE THE GENESIS

A one-stop online procurement portal for all Government Buyers including Central/State ministries, Departments, Bodies & PSUs. Launched on 9th August 2016. (<https://www.gem.gov.in/>).

Rule 149 of GFR amended to “Procurement of Goods and Services by Ministries or Department will be mandatory for Goods or Services available on GeM”

GeM aims to enhance efficiency, transparency, inclusiveness in public procurement.

It provides the tools of e-Bidding, Reverse Auction and Direct Procurement to facilitate Government users achieve the best value for their money.

"The government is committed to curbing corruption. One of the key aspects of this objective is to minimize the Governments human transactional interface."



# KEY STAKEHOLDERS OF GOVERNMENT EMARKETPLACE

## Internal Stakeholders Execution Engine

- GeM SPV
- MSP
- PMU

## Buyers

- Central Govt
- Central PSUs
- State Govt.
- State PSUs
- Autonomous Bodies

## Sellers

- OEMs
- MSE
- Startup
- Authorized Resellers
- Service Providers

## External Govt. Systems

- UIDAI
- GSTN
- PFMS
- MCA 21
- PAN Database

## Inspection Systems

- CAG
- CVC
- CGDA
- RTI

## Partners

- Banks
- Rating Agencies
- Other Commercial Agencies

# ESTABLISHED FOOTPRINT ACROSS INDIA



Efficient • Transparent • Inclusive



## Partnered with Industry Associations & Other Institutes:



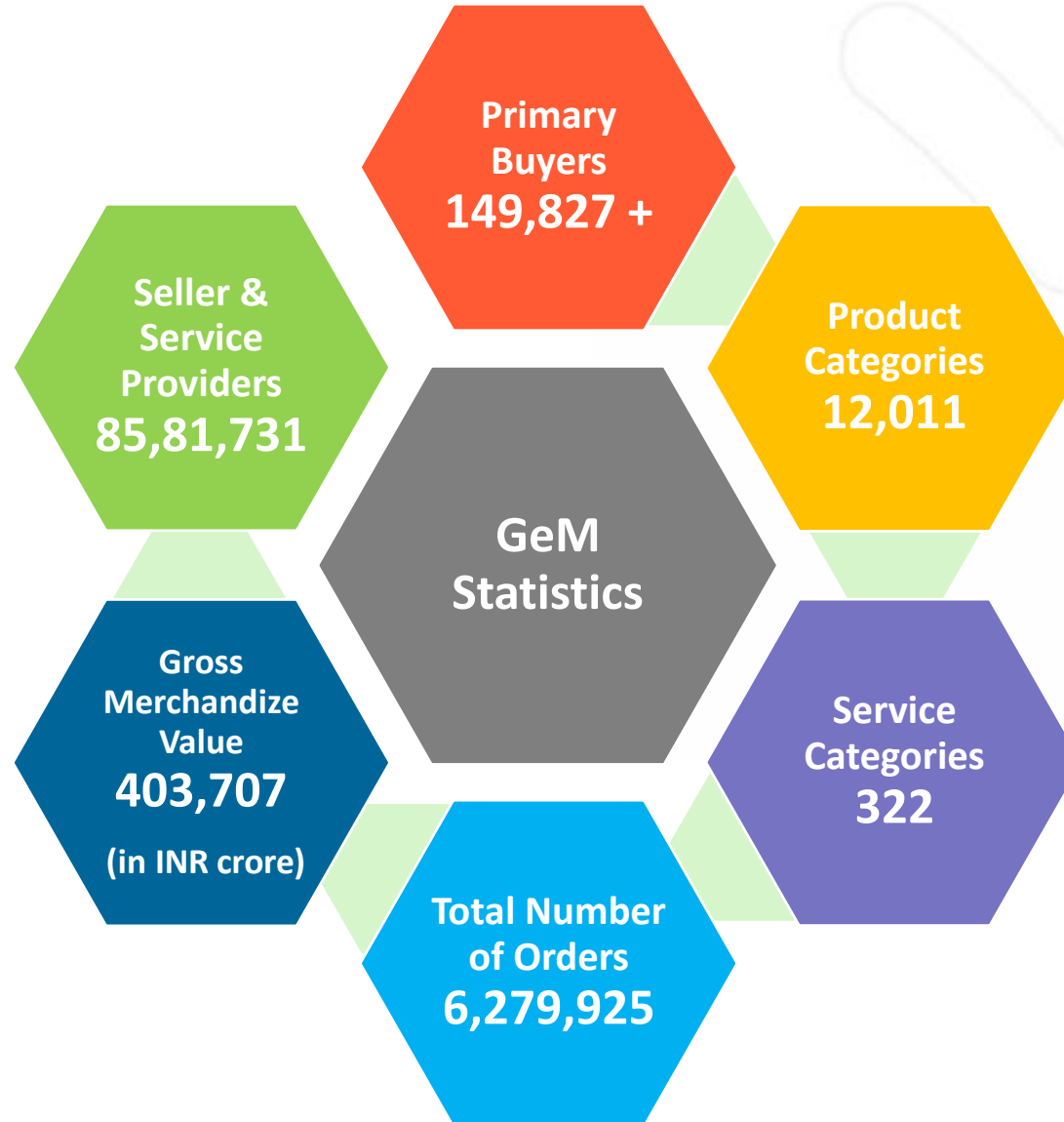
Signed MoU with 27 States / 8 UTs  
(Sikkim in process of signing up)

## MoU with Financial Institutions/Banks:





# KEY STATISTICS



As on 31<sup>st</sup> Mar, 2024

## KEY ADVANTAGES FOR BUYER



**End to End System  
from Registration to  
Payment**



**EASE-OF-USE**

**Provides transparency  
and ease of buying**



**Provides options for search,  
compare, select and buy  
facility**



**Offers rich listing of products for  
individual categories of  
Goods/Services**



**Up-to-date user-friendly  
dashboard for buying, monitoring  
supplies and payments**



**Order Process redesigned  
for ease of use**



**Option to provide multiple  
consignee locations and quantity  
after authentication**



**Bunching for products/services**



**Price Trend for Products**

## OFFERING MULTIPLE PROCUREMENT OPTIONS

### Direct Purchase

For amounts less than INR 25,000

### L1

For amount greater than INR 25,000/- and less than INR 5 Lakhs

### Push Button Procurement

Buyers will have an option to create a PBP notice for L1 Purchase (Compare and Buy for up to 5 Lakhs)

### Bid/ Bid to RA

Procurement via Bid and Bid to RA to get the best price Quote through single and double packet bid.

### Intent of Buying-PAC

Procurement of specific product as per requirement is also, possible

### Custom/ BOQ Bids

Procurement of Goods/ Services not available on GeM

# BUYER USER ROLES BASED ON SEGREGATION OF DUTIES



## INDENTOR

Selects the item and add it in specific buyer's cart



## BUYER

Buyer & Consignee can be the same entity. Makes purchases and draft BILLS



## TECHNICAL EVALUATOR

Evaluates bidders on technical parameters



## PRIMARY USER

Scope of Primary User:

1. Register Organization
2. Creation / Modification of Secondary Users
3. Manage users and Deactivation
4. Monitoring of Orders placed



## CONSIGNEE

Accepts & Rejects consignment.  
Also generates CRAC



## DDO

Processes bills and pushes bills to PFMS



## PAO

Process bills for payment  
(Non PFMS Payment mode)



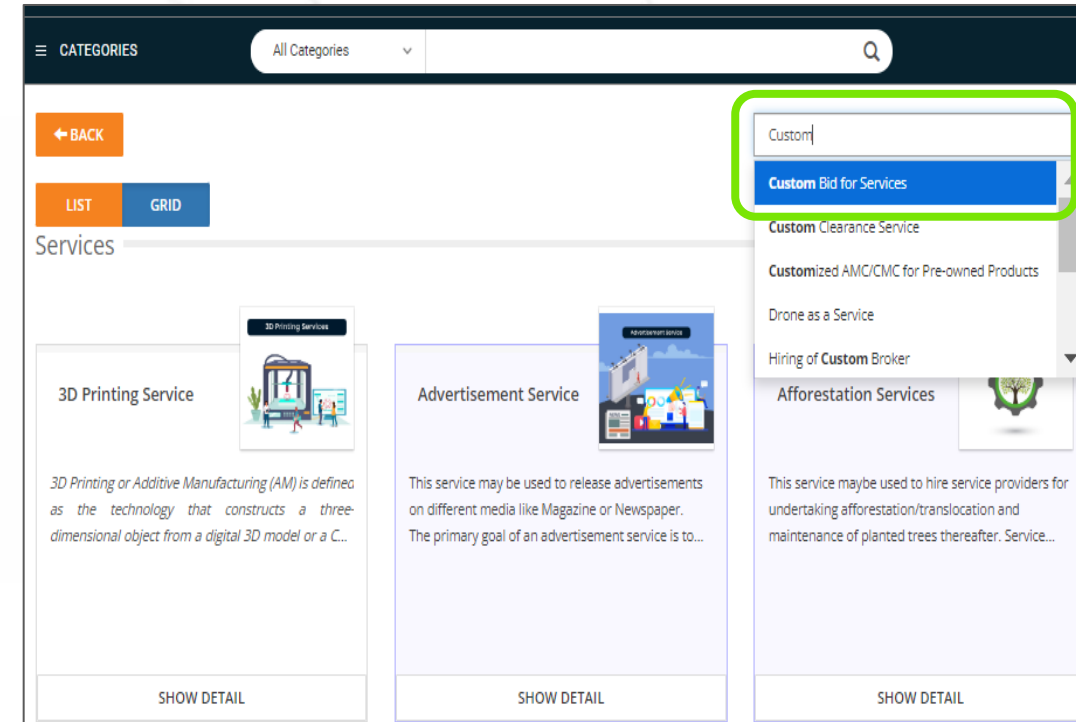
# CUSTOM BID FOR PRODUCTS & SERVICES

Custom Bid has been introduced for Buyers for Procurement of specialized products and services that are currently not available on GeM.

The salient features of the process are as below:  
Custom bid can be placed for estimated value >5 lakhs for State Government Department and for Central department there is no specific limit.

The buyer would be asked to take an undertaking that the procurement of required item is not feasible from the items/catalogues available on GeM.

For custom catalogue-based bid, the minimum bid duration is 10 days and maximum is 45 days.

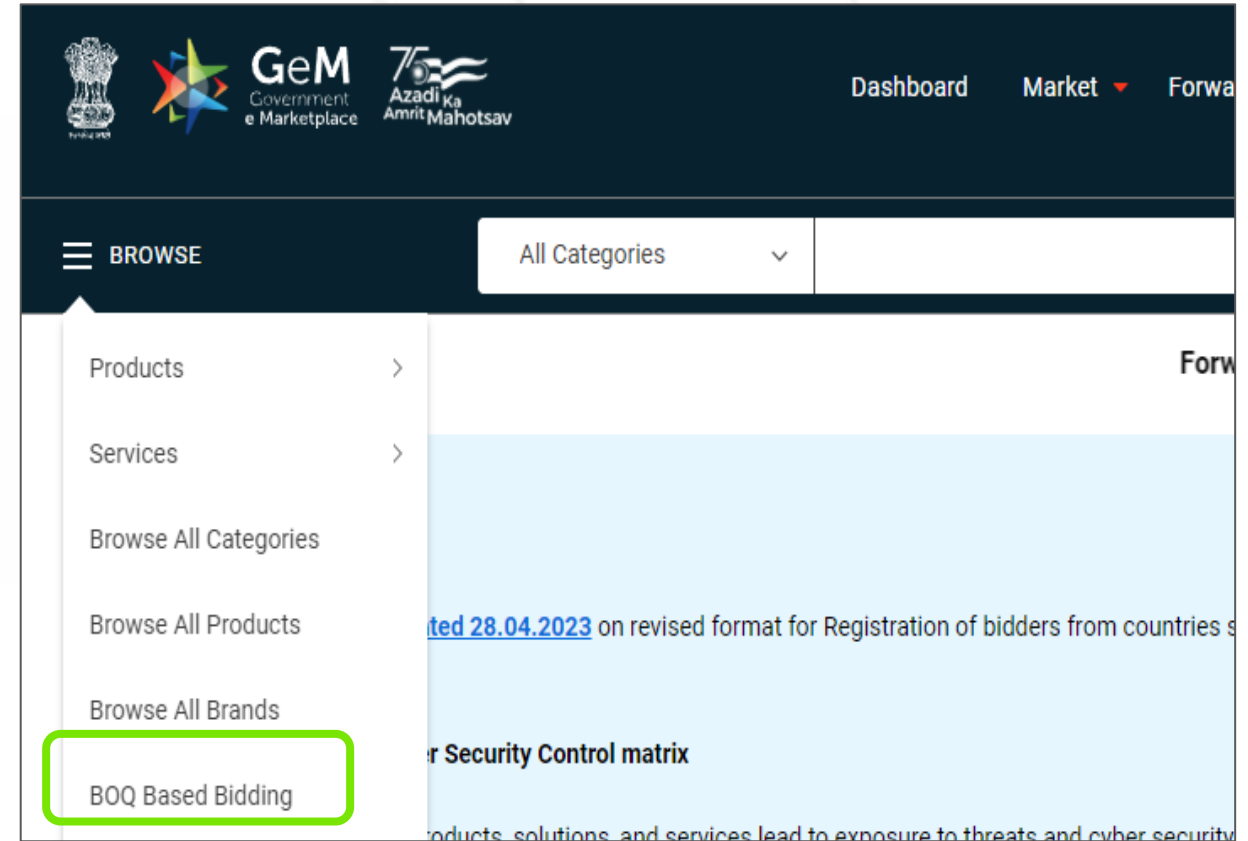


BOQ : BOQ-based bidding enables the buyer to examine item-wise price breakdown in a larger project/contract.

BOQ based bidding has been introduced to enable Buyer to analyze Item wise Price breakup in a larger contract/project.

Primary useful for turnkey jobs where the Supply of line items to be procured are more, however Total value wise / item wise Evaluation is required.

Benefit of price break up shall help Buyer to monitor price hike for the same project.



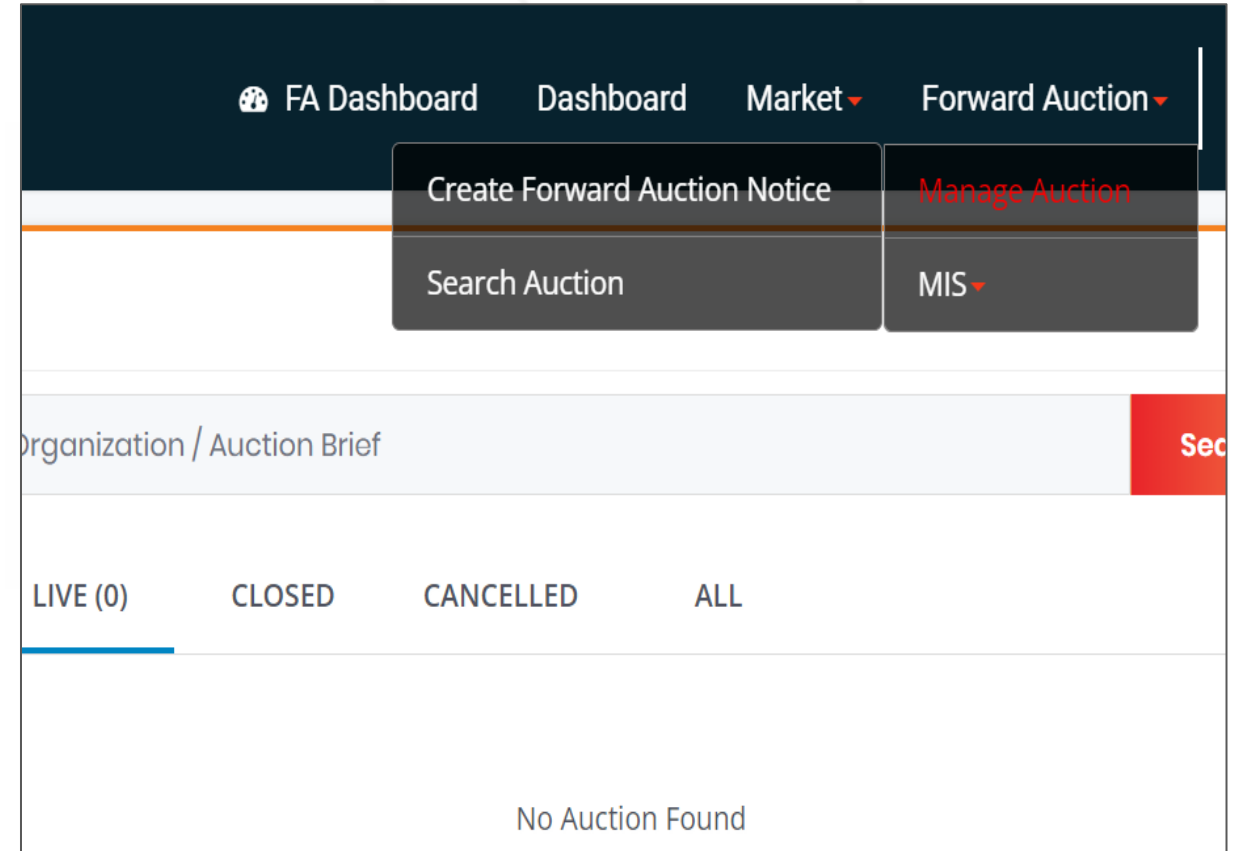
The screenshot displays the GeM Government e Marketplace interface. At the top, there are logos for the Government of India, GeM, and the 75th Azadi Ka Amrit Mahotsav. Navigation links for 'Dashboard', 'Market', and 'Forward' are visible. A 'BROWSE' menu is open, listing various categories: 'Products', 'Services', 'Browse All Categories', 'Browse All Products', 'Browse All Brands', and 'BOQ Based Bidding'. The 'BOQ Based Bidding' option is highlighted with a green rectangular box. Below the menu, there is a search bar and a dropdown menu set to 'All Categories'. A news snippet is partially visible, mentioning a date '28.04.2023' and 'Registration of bidders from countries s'. Another snippet mentions 'Security Control matrix' and 'products, solutions, and services lead to exposure to threats and cyber security'.

# Forward Auction - The GeM Portal equips its users with Forward Auction facility for movable/immovable Property/Products.

Forward auction are auctions, which can be used by sellers to sell their items to many potential buyers.

Items are commonly placed at an online auction site. Buyers can continuously bid for the items they are interested in. Eventually the highest bidder wins the item.

The Secondary user registered as Buyer on GeM will have to be Auto registered as an Auctioneer onto the FA Module. To access the forward auction module, Auctioneer will need to first log-in onto the GeM Portal using their User-id and Password. Post successful log-in, the buyer will be able to access the FA module. The link will redirect (SSO Login) the Auctioneer to the FA Dashboard where s/he would be able to create their category, create auctions, configure auction parameters (such as start price, increments, time-extension etc.)



The screenshot shows the 'FA Dashboard' interface. The navigation bar includes 'FA Dashboard', 'Dashboard', 'Market', and 'Forward Auction'. A dropdown menu for 'Forward Auction' is open, showing options: 'Create Forward Auction Notice', 'Search Auction', 'Manage Auction', and 'MIS'. Below the navigation, there is a section for 'Organization / Auction Brief' with a 'Sec' button. A table with columns 'LIVE (0)', 'CLOSED', 'CANCELLED', and 'ALL' is visible. The table content is empty, and a message 'No Auction Found' is displayed at the bottom.

## PAYMENT METHODS ON GeM

- PFMS (Public Finance Management System)** : Used by Central Government Civil Ministries
- IFMS (Integrated Financial Management System)** : State Government Ministries primarily use the IFMS System
- CGDA (Controller General of Defence Accounts)** : Defence Organizations uses this mode
- GPA (GeM Pool Account)** : Used by Non-PFMS using organizations. Two type of models are there in GPA - 1. Challan Model 2. Non-Challan Model
- Railway Payment System:** Used exclusively by Indian Railway Department
- Internet Banking:** Payment Gateway by SBI MOPS
- ERP with Various CPSEs:** Integrated with ERPs of various Central Public Services Enterprises.
- Others:** For Organizations paying offline through NEFT, CHEQUES, RTGS etc

## KEY ADVANTAGES FOR SELLER



**Direct access to all  
Government departments**



**One-stop shop for bids /  
reverse auction on products /  
services**



**Dynamic pricing: Price can  
be changed based on  
market conditions**



**Strong vendor rating system**



**New Product suggestion  
facility available to Sellers**



**Seller friendly dashboard for  
selling, and monitoring of supplies  
and payments**



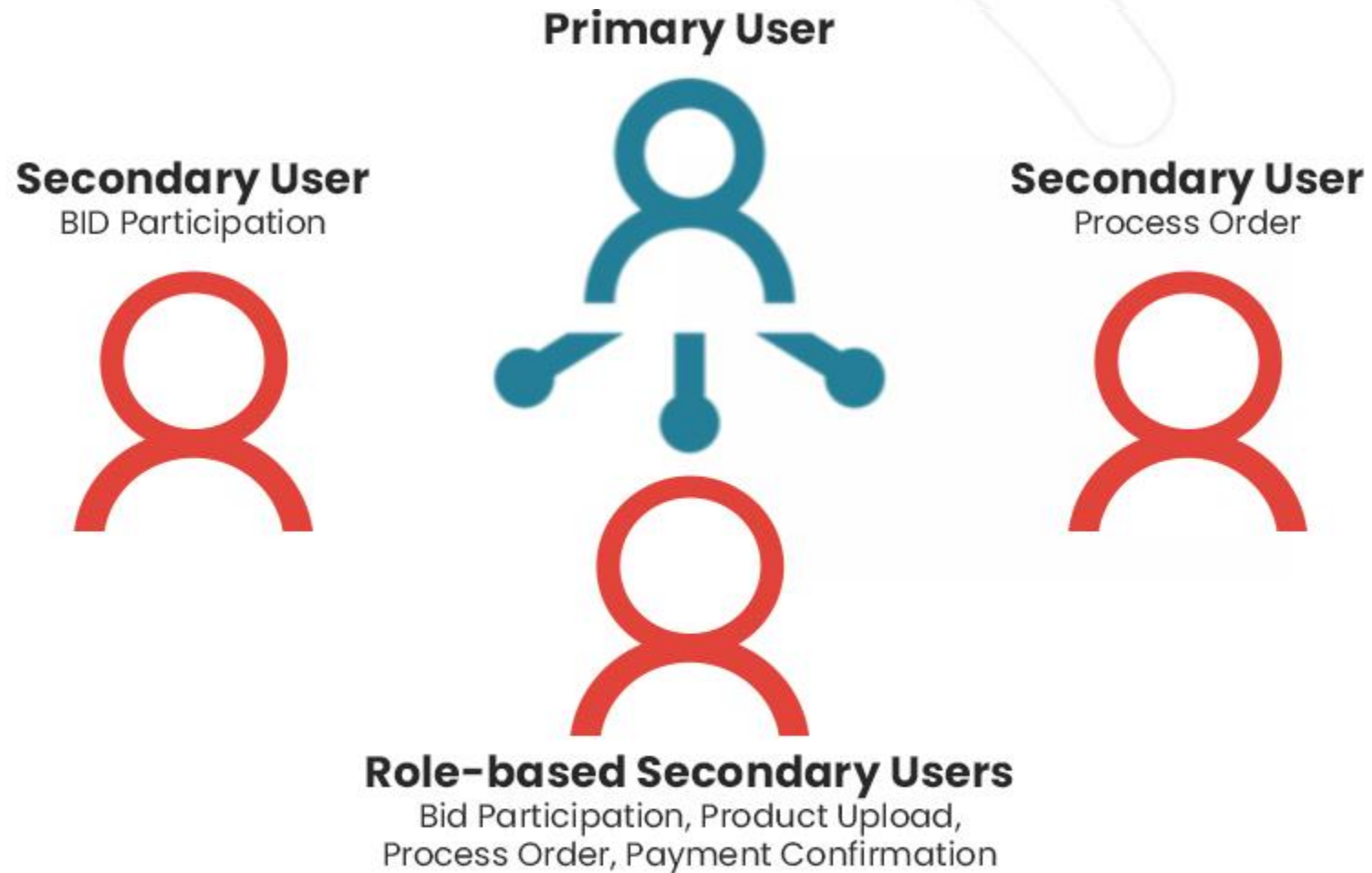
**News and Event Section for  
Regular Updates**



**New on GeM – Shows list of new  
product categories added**



## FUNCTION BASED FLEXIBILITY FOR SELLER USERS



NOTE: All roles can be performed by single secondary seller

## CATEGORY DRIVEN CATALOGUE MANAGEMENT SYSTEM

### Quadrant policy

- Quadrant 1: Only OEMs
  - Quadrant 2: OEMs and their Authorized reseller
  - Quadrant 3: OEMs and/or their Authorized Resellers concurrently
  - Quadrant 4: OEMs as well as by any Reseller also
  - Quadrant 5: For SHG's only. Upload as Resellers only
  - Quadrant 6: Exclusively for ODOP category where only OEMs can upload the catalogue, resellers will be able to pair the catalogue with OEM's catalogue.
- 
- Mandatory certification, licenses, test reports & other specific certifications wherever applicable to be mentioned/selected by seller during catalogue upload
  - GeM is a trust-based system and self- declaration is the key, along with a strong automated process to penalize any deviant behavior on part of Sellers/ Buyers
  - If any deviation occurs while listing the products on GeM, at pre- contract stage, during bidding or at post contract stage on GeM, the mechanism for reporting and initiating action on such deviation has been detailed in the "Incident Management Policy"

# Ratings for Buyers and Sellers

## Buyer Rating

- A strong Buyer Rating system will reward good performance by the Buyer and more Sellers would like to do business with a highly rated Buyer.
- Buyers will be able to attract better prices from Sellers, as more Sellers would like to do business with highly rated Buyers.
- Parameters on which buyer will get rated are-
  1. Timely Bid closure
  2. Timely order placing
  3. Timely acceptance
  4. Timely payments

## Seller Rating

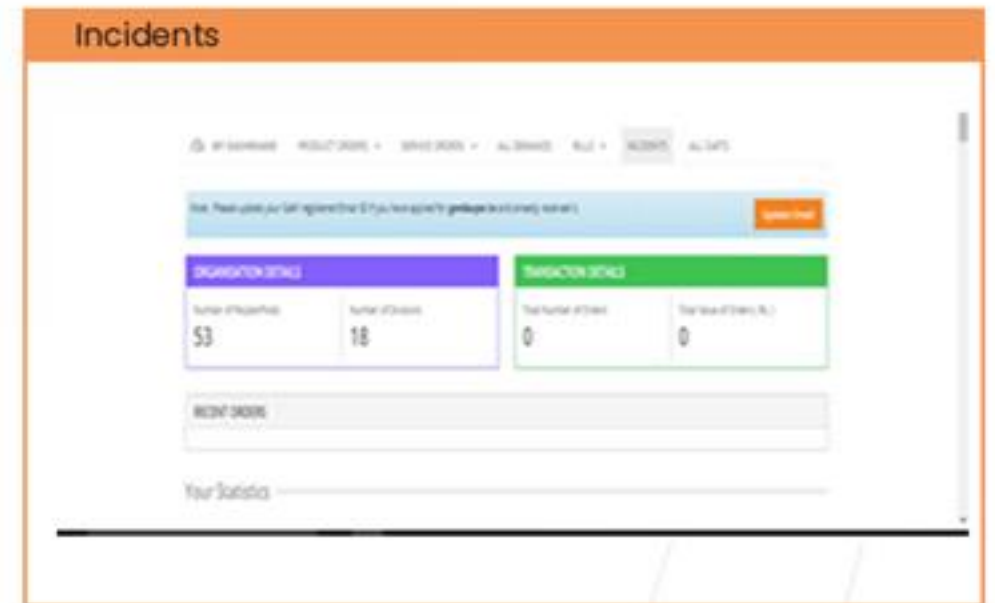
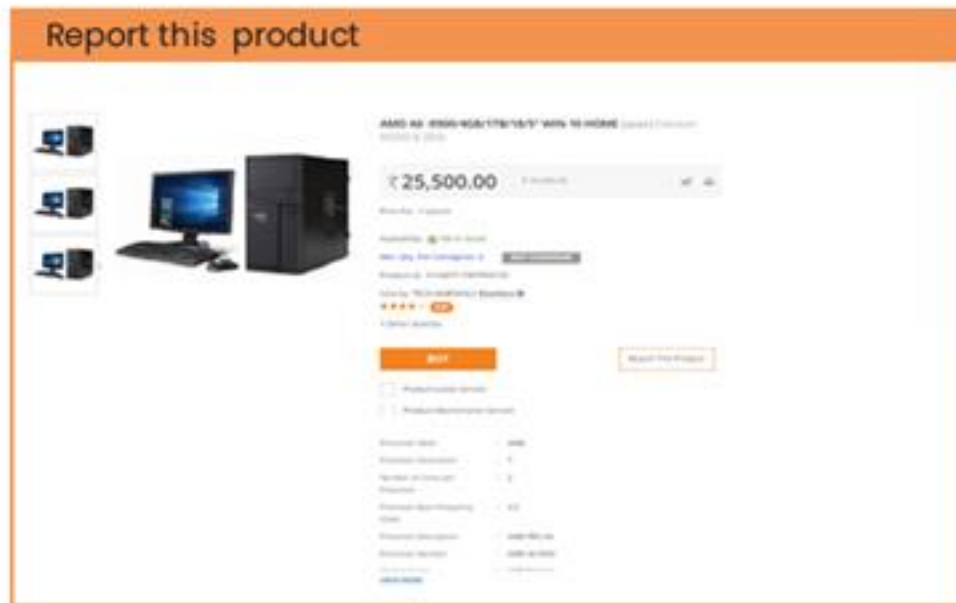
- A strong vendor rating system will reward good performance of sellers by giving them opportunity for more business
- Sellers will also be able to improve upon their ratings by focusing on specific areas
- Fake/Inactive sellers will be weeded out, hence ensuring only genuine sellers get to do business with government.
- Parameters for the Seller Rating :
  1. Delivery
  2. Quality
  3. Reliability
  4. Users Feedback

## Integrated Incident Management

**Incident Management can be used by Buyers and Sellers to raise issues for any Pre-order placement and/ or Post-order placement deviations.**

Pre-order placement incident Management will deal with the deviations in the Product Catalogue, Seller Registration, Seller Authorization.

Post-order Placement Incident Management will deal with the contract deviations by the seller.



The Incident Management Policy can be accessed at [https://assets-bg.gem.gov.in/resources/upload/shared\\_doc/incident-Management-policy\\_1649329141.pdf](https://assets-bg.gem.gov.in/resources/upload/shared_doc/incident-Management-policy_1649329141.pdf)

# INCIDENT MANAGEMENT POLICY

Purpose of Incident Management module is to improve adherence to T&C of GeM



Incidents can be created against

Order	Bid	Catalog
<ul style="list-style-type: none"> <li>• Incident can be reported against Order ID</li> <li>• Incidents can be created by buyer/seller/GeM-Admin/system against buyer/seller</li> </ul>	<ul style="list-style-type: none"> <li>• Incident can be created against BID ID</li> <li>• Incident can be created against Seller or buyer by Buyer/admin or admin respectively</li> </ul>	<ul style="list-style-type: none"> <li>• These incidents are used to crowdsource marketplace sanitization</li> <li>• Incident can be created by clicking on report this product button on incident page</li> </ul>



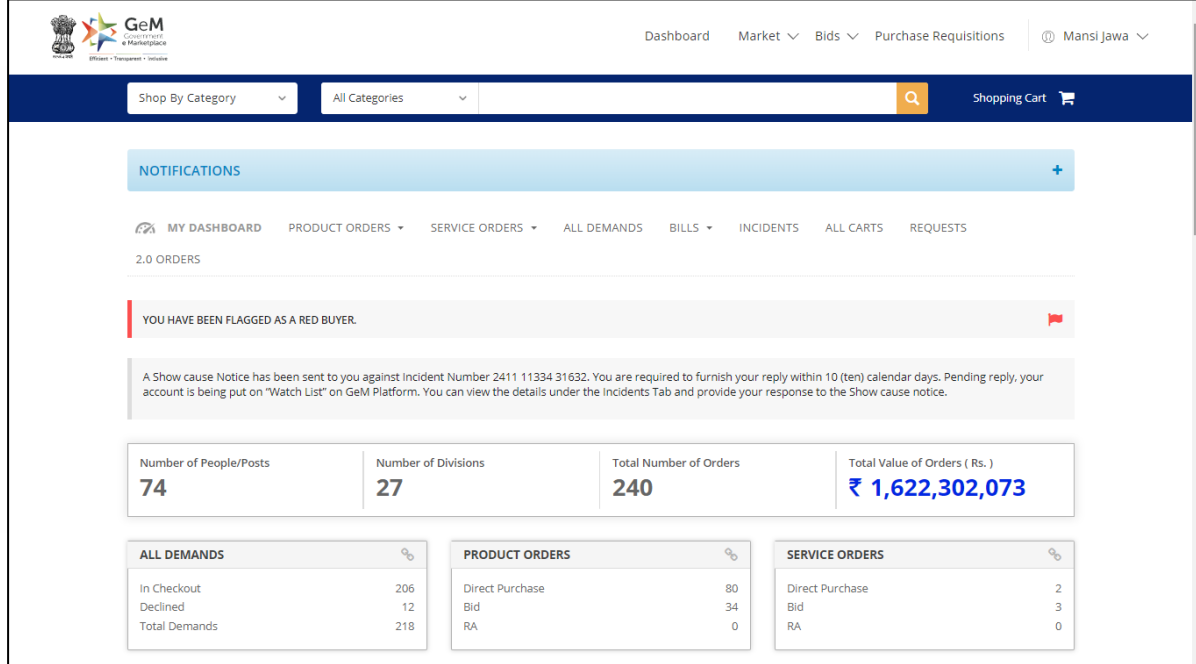
# CLASSIFICATION OF BUYERS

## Buyer Flagging

Individual Buyers are classified as Red and Orange as per their payment due status Criteria for such classification would be -

- ✓ **Red** – more than 30 payments due for more than 70 days post CRAC
- ✓ **Orange** – More than 20 payments due for more than 70 days post CRAC

This feature is introduced to help the Sellers make informed decisions. Sellers will not be penalized for rejecting orders from “Red” buyers



The screenshot shows the GeM dashboard for a user named Mansi Jawa. The notification states: "YOU HAVE BEEN FLAGGED AS A RED BUYER." Below this, a show cause notice is displayed regarding incident number 2411 11334 31632. The dashboard also displays summary statistics:

Number of People/Posts	Number of Divisions	Total Number of Orders	Total Value of Orders (Rs.)
74	27	240	₹ 1,622,302,073

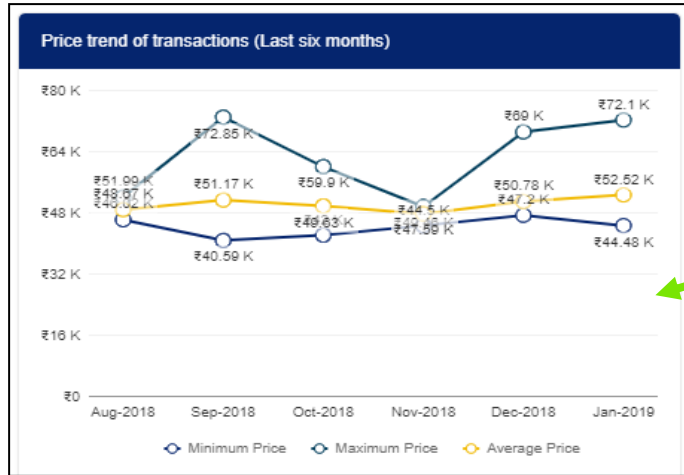
At the bottom, there are three summary tables:

ALL DEMANDS	
In Checkout	206
Declined	12
Total Demands	218

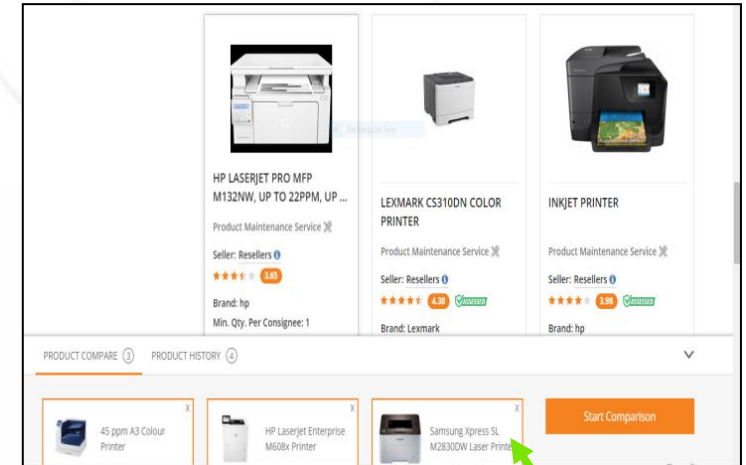
PRODUCT ORDERS	
Direct Purchase	80
Bid	34
RA	0

SERVICE ORDERS	
Direct Purchase	2
Bid	3
RA	0

# PRICE REASONABILITY TOOLS



Price Trends : GeM Helps Buyers to ensure reasonability of rates quoted by Sellers



Price Comparison : GeM provides the facility to compare multiple products in the GeM Marketplace

## Purchase History

Last 6 Month Orders					
Buying Mode	Total Volume	Total Value (INR)	Total Units Sold	Minimum Unit Price (INR)	Maximum Unit Price (INR)
Direct	1	304847.24	1	304847.24	304847.24

Contracts of Recent Purchases in Last 6 Months						
Contract Number	Order Date	Buying Mode	Bid Number	Total Quantity	Total Value (INR)	Consignee State with Quantity
**Confidential**	18/11/2021	Direct		1	304847.24	**Confidential**, Quantity - 1.000 , Unit Price (INR) - 304847.24

[View All](#) for complete list of all contracts

Purchase History : To view the details of last 6 months Orders and Contract Details

# VENDOR ASSESSMENT BY RITES

**GeM mandates the OEMs/Sellers (except those exempted) to establish their credentials and fast track their sales by getting pre-assessed by Rail India Technical and Economic Service (RITES).**

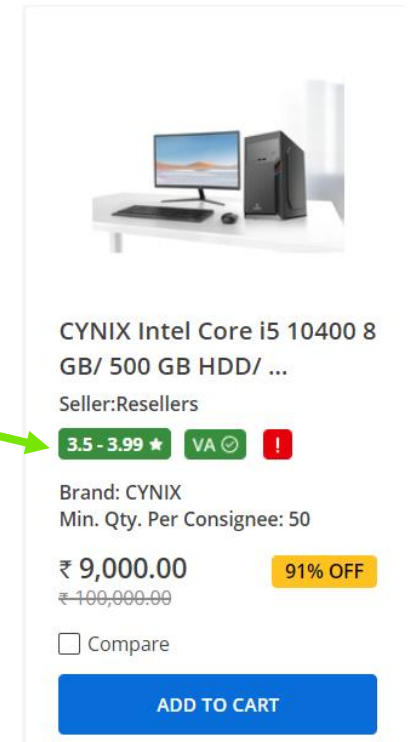
## Benefits of getting Vendor Assessment done at GeM:

Pre-assessed Vendors are tagged as Vendor Assessed in front of their names at GeM Marketplace.

Vendor Assessment is a contributing parameter to arrive at the Seller Rating displayed on the GeM Marketplace.

The Vendor Assessment of the applicant will be based on authentication of vendor profile, financial capacity and technical details of the items to be offered on GeM as per the prescribed format.

GeM provides Vendor Assessment services through RITES



CYNIX Intel Core i5 10400 8 GB/ 500 GB HDD/ ...  
Seller: Resellers  
3.5 - 3.99 ★ VA  
Brand: CYNIX  
Min. Qty. Per Consignee: 50  
₹ 9,000.00 91% OFF  
₹ 100,000.00  
 Compare  
ADD TO CART

# SERVICE SANITIZATION BY RITES

- Validation of Certification
- Validation of Project Experience (Only Government/Public listed company experience)

Details validated by RITES under certification (if applicable) are as follows:

1. Company name
2. Validity
3. State for which license has been issued (if applicable)

Note: The details are verified against the document uploaded by the vendor

<div style="border: 1px solid #ccc; padding: 5px;"> <div style="display: flex; justify-content: space-between; align-items: center;"> <span style="font-size: 0.8em;">QCI VERIFIED</span> <span style="font-size: 0.8em; color: orange;">L1</span> </div> <div style="font-size: 0.8em;"> <p>Service Provider</p> <p>L1</p> </div> <div style="font-size: 0.7em; margin-top: 5px;"> <span>HIDE DETAIL</span> </div> </div>	Others	Highly Skilled, Semi-Skilled, Skilled, Unskilled	Attendant, Cook, Mali/Gardner Helper, Mazdoor/Labour, Office Boy, Office Peon, Sweeper	0 To 3 Years, 10 To 15 Years, 15 Years +, 3 To 7 Years, 7 To 10 Years	3.85	₹ 1242.87
<div style="border: 1px solid #ccc; padding: 5px;"> <div style="display: flex; justify-content: space-between; align-items: center;"> <span style="font-size: 0.8em;">QCI VERIFIED</span> <span style="font-size: 0.8em; color: orange;">L1</span> </div> <div style="font-size: 0.8em;"> <p>Service Provider</p> <p>L1</p> </div> <div style="font-size: 0.7em; margin-top: 5px;"> <span>SEE DETAIL</span> </div> </div>	Healthcare	Skilled	Yoga Therapist	0 To 3 Years, 10 To 15 Years, 15...	3.85	₹ 1242.87
<div style="border: 1px solid #ccc; padding: 5px;"> <div style="display: flex; justify-content: space-between; align-items: center;"> <span style="font-size: 0.8em;">QCI VERIFIED</span> <span style="font-size: 0.8em; color: orange;">L1</span> </div> <div style="font-size: 0.8em;"> <p>Service Provider</p> <p>L1</p> </div> <div style="font-size: 0.7em; margin-top: 5px;"> <span>SEE DETAIL</span> </div> </div>	Admin	Highly Skilled, Semi-...	Data Entry Operator, Multi-Taski...	0 To 3 Years, 10 To 15 Years, 15...	3.85	₹ 1242.87

Details validated by RITES under project experience are as follows:

1. Department name
2. Order Number
3. Project Value
4. Project Duration

Note: The total time for RITES Validation is 3 working days per service provider

**"RITES" vendor for a service - Assures that the mandatory/ voluntary compliances, if any, & successfully completed/ executed relevant government/ public listed company project experience(s) declared by a vendor is validated by RITES.**

## SERVICES AVAILABLE ON GeM

322 Services available as on 31<sup>st</sup> Mar 2024. Some of them listed as below:

- Vehicle Hiring service
- Human resource outsourcing
- Goods Transportation
- Cleaning and Sanitation
- Security manpower services
- Professional service/ IT service
- Canteen/ Catering services
- Laundry services
- Data and Voice service
- Call Centre service
- Dairy & Calendar Printing
- Product maintenance service
- Packed drinking water service
- Vocational Training Services
- Scanning & Digitisation service
- Healthcare services
- Leasing/ Hiring of E-vehicle
- Printing Service
- Software support service
- IT professional outsourcing service
- Language services
- Restaurant Catering service
- Decorative Plant service
- Data Analytics service
- AMC Networking devices
- Consultancy service
- Repair/ Maintenance (AMC service) service
- Training Services



The Sahay Loan Scheme is an initiative launched on the Government e-Marketplace (GeM) to facilitate and support the growth of small and medium-sized enterprises (SMEs) in India. It aims to provide financial assistance to eligible sellers on the GeM platform, enabling them to overcome financial barriers and expand their business operations.

### Salient Features of Sahay Loan Scheme

- SAHAY platform aims to facilitate credit to interested proprietors who are registered sellers on GeM portal and have received orders.
- Details of sellers and orders received on GeM portal are shared with the SAHAY platform through integration of databases.
- The integration aims to fast track the disbursement of credit to interested Sellers through the SAHAY Platform.
- This facility is available to GeM sellers who are Sole proprietors and have a Valid GSTIN.
- Sellers who have catered to at least one order on GeM will be eligible for financing.



# CAPACITY BUILDING - MULTIPLE MODES OF LEARNING



**Classroom**



**Webinar**



**YouTube**



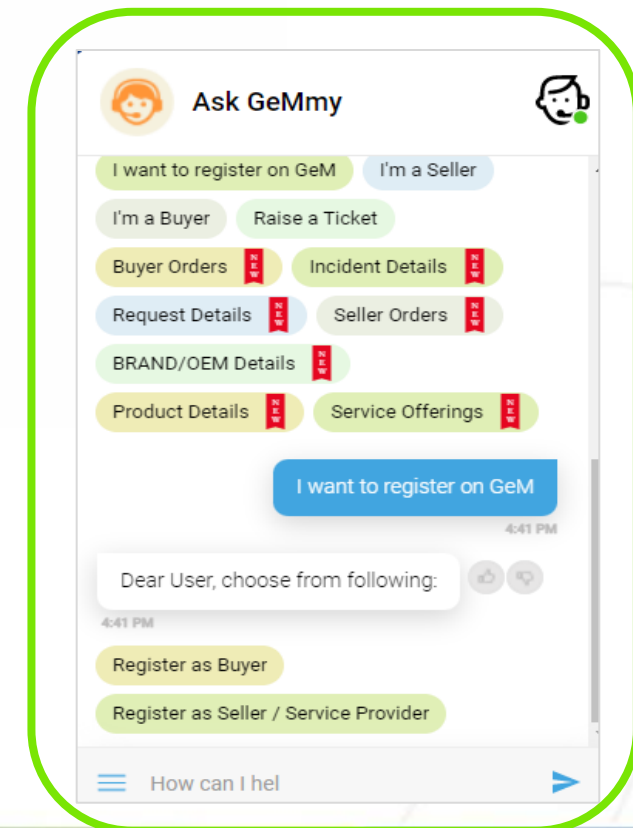
**LMS**

# GeMmy CHATBOT

Ask GeMmy- 24 x 7 AI assistant responds to buyer/seller queries automatically without manual intervention. One may type the Keyword for topic they want to enquire.

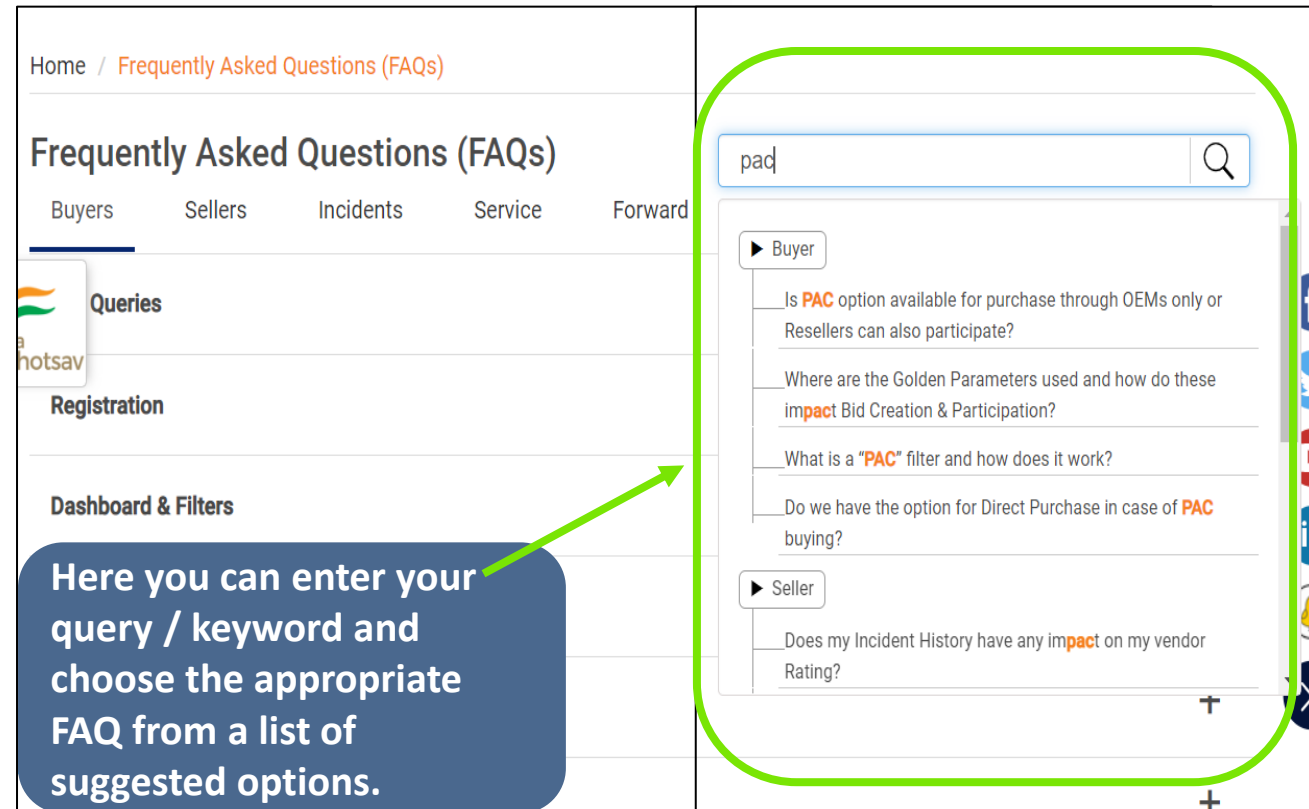
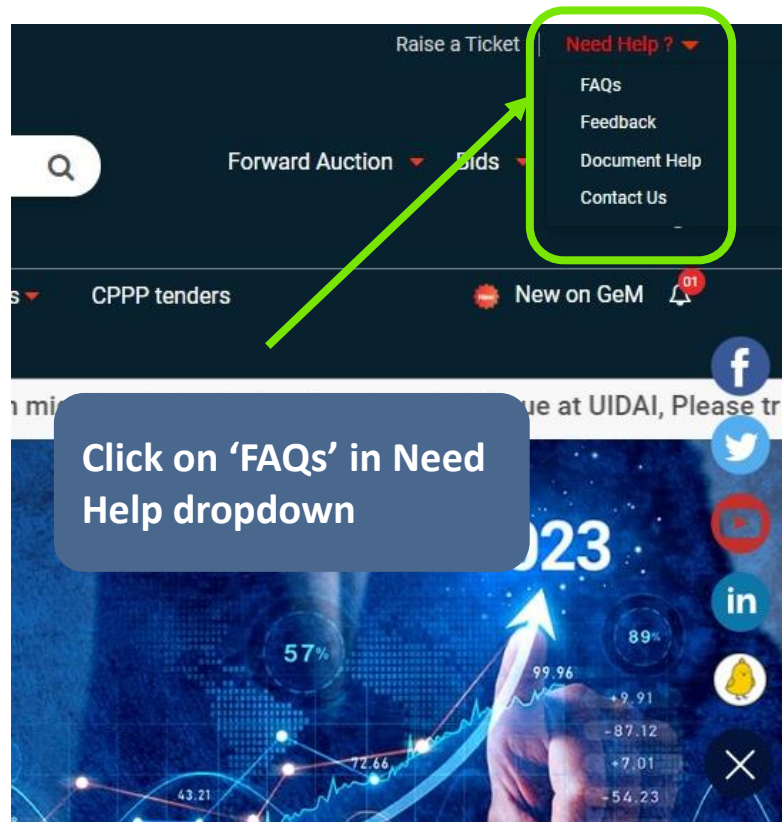


Click on 'Ask GeMmy' to open Chatbot



## FREQUENTLY ASKED QUESTIONS (FAQS)

You can find answers to Frequently Asked Questions (FAQs) regarding a specific subject in the FAQ Section on GeM portal.





# GeM SUPPORT – CHANNELS TO ASSIST YOU



Need help?



helpdesk-gem@gov.in



Ask GeMmy

24 x 7  
Assistant Chatbot



WALK-IN

Walk-In HelpDesk Address:  
2nd Floor, Jeevan Tara Building,  
5-Sansad Marg,  
Near Patel Chowk Metro Stn,  
New Delhi-110001



1-800-102-3436  
1-800-419-3436



Monday to Saturday



9:00 am - 10:00 pm

# GeM ON SOCIAL MEDIA



<https://www.facebook.com/govGeM/>



[https://twitter.com/GeM\\_India](https://twitter.com/GeM_India)



<https://www.youtube.com/channel/UC1LaBWVVZv3k23BZApfDIsQ>



<https://www.linkedin.com/company/government-e-marketplace/>



[https://www.kooapp.com/profile/GeM\\_india](https://www.kooapp.com/profile/GeM_india)



# DEDICATED PAGES ON GeM



सही पोषण - देश रोशन

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[GeM | Swachh Bharat Mission](#)



[GeM | Election Commission](#)



[India Handicraft](#)



[India Handloom](#)



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[Millets India](#)



[Startup Runway](#)



[One-District, One-Product](#)



[Saras Ajeevika](#)



[Tribes India](#)



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Government  
e Marketplace

Efficient • Transparent • Inclusive

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