



Government eMarketplace

4th March 2024

Need for GeM | Limitations in the legacy procurement system



No Standardization of procurement processes



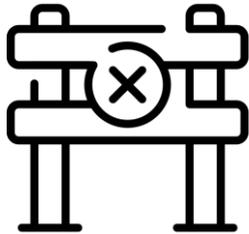
Incessant need for manual intervention



Lack of regulatory compliance



Scattered demand due to too many portals



Huge entry barriers leading to limited supplier base



Information asymmetry and unavailability



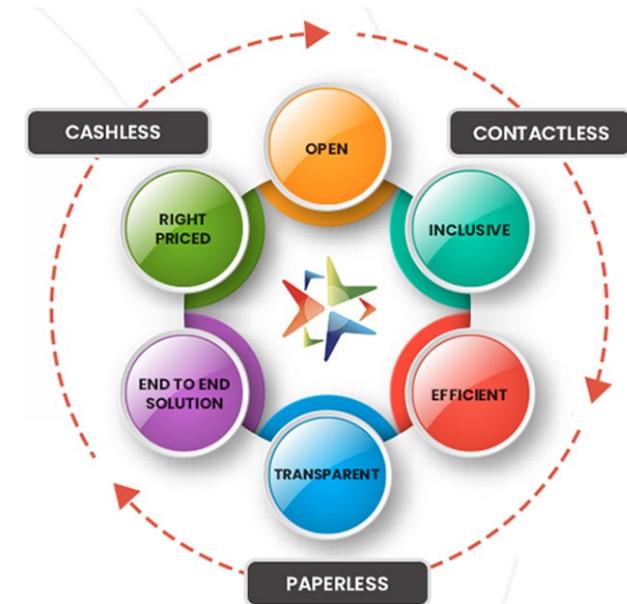
Near impossible for the MSE to serve govt. tenders



Limited online integrations meant cumbersome and time-consuming transactions

The Genesis: Government e-Marketplace (GeM) setup in 2016

- **One-stop online procurement portal** for all Central and State Ministries, Departments, Bodies & PSUs
- **Rule 149 of the GFR amended**, mandating the procurement of Goods and Services from GeM for all the Central Ministries and Departments
- Multiple tools enabled for public procurement: **Direct purchase, L1, Bid / Reverse Auction, and Forward Auction**
- Commitment to Three pillars: **Efficiency, Transparency & Inclusiveness** in public procurement

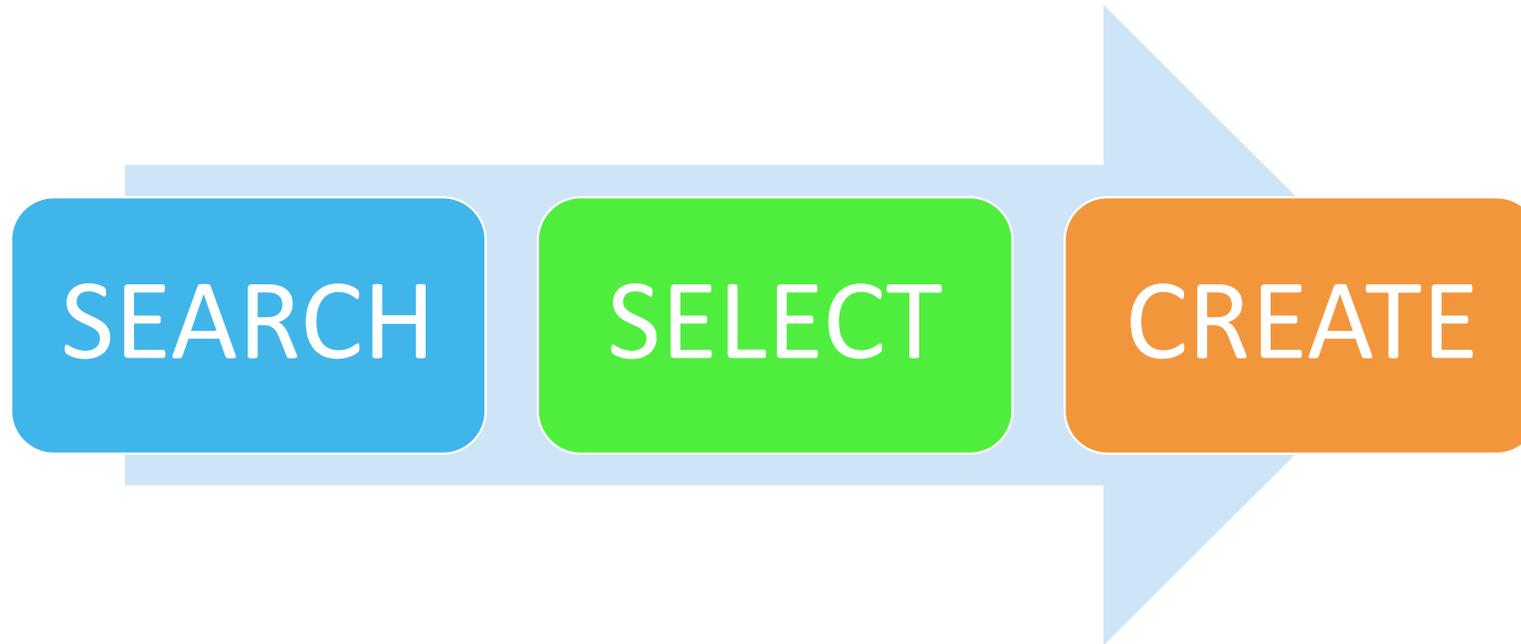


The government is committed to curbing corruption. One of the key aspects of this objective is to minimize the Government's human transactional interface.

GeM Unique Feature: Category Based Procurement

Marketplace Model : Buyer chooses from standard parameters in the category created for a particular product/service

EASY 3 STEP PROCESS FOR THE BUYER



Journey Of The Buyer

STEP 1

SEARCH

The screenshot shows the GeM portal search interface. The browser address bar displays 'mcp.gem.gov.in/browse_nodes/browse_list#!/categories'. The page header includes navigation options like 'Dark Mode', 'Font Size', and 'Skip to Main Content', along with 'Need Help?' and 'Login'. The GeM logo and '75 Azadi Ka Amrit Mahotsav' are visible. A search bar contains the text 'desktop'. A dropdown menu is open, listing various categories such as 'Computers>>Desktop Computers', 'Processor for Desktop', 'Geographic Information System (GIS) Software (V2)', 'Motherboard for Desktop', 'Calculator - Electronics', 'Cabinet for Desktop', 'currency counting machine', 'Desktop And Application Virtualisation Software', 'Desktop Trays or Organizers (V2)', and 'bar code printer'. A red box highlights the 'Computers>>Desktop Computers' option. A 'Download All Categories' button is present on the right side of the dropdown. Below the dropdown, a table lists categories with columns for 'Category name' and 'Actions'. An 'Ask GeMmy' chat icon is visible in the bottom left corner.

Buyer logs in to the portal and searches for the product/service to be procured



Journey Of The Buyer

STEP 2

SELECT

Product Specifications  

- Processor Make 
- Processor Generation 
- Processor Description 
- Graphics Type
- Number Of Cores Per Processor 
- Monitor Resolution (PIXELS) 
- Keyboard Connectivity
- Mouse Connectivity
- Monitor Technology 
- On Site OEM Warranty (Year) 
- Type Of Drives Used To Populate The Internal Bays 

Product Image	Product Name	Price	Discount	Rating
	hp Intel Core i3 12100 8 GB/ 1000 GB HDD/ ... Seller:Resellers	₹ 9,000.00 ₹-86,840.00	90% OFF	4.5 - 5.0 ★
	acer Intel Core i5 12400 8 GB/ 1000 GB HDD/ ... Seller:Resellers	₹ 9,000.00 ₹-110,000.00	92% OFF	4.5 - 5.0 ★
	acer Intel Core i5 12400 8 GB/ 0 GB HDD/ DOS Seller:Resellers	₹ 9,000.00 ₹-110,000.00	92% OFF	4.5 - 5.0 ★

Buyer selects the parameters from the available list as per requirement
Critical parameters (Golden Parameters) mandatory
Selection of consignee location

Journey Of The Buyer

STEP 3

CREATE

The screenshot displays a product selection interface on the GeM marketplace. On the left, there are filter categories such as 'Processor Make', 'Processor Generation', 'Processor Description', 'Graphics Type', 'Number Of Cores Per Processor', 'Monitor Resolution (PIXELS)', and 'Keyboard Connectivity'. The 'Processor Make' filter is set to 'Intel'. Three product cards are visible, each with an 'ADD TO CART' button. The first product, an acer Intel Core i5 10400 8 GB/ 1000 GB HDD, has its 'ADD TO CART' button highlighted with a red rectangular box. The second product is an acer Intel Core i3 10105 8 GB/ 1000 GB HDD, and the third is an ewit Intel Core i5 7400 8 GB/ 1000 GB HDD. Each product card also shows the brand, seller type (Resellers), a star rating, and a discount percentage.

1. Product/service catalogues are displayed as per filters applied
2. Buyer selects the product/service catalogue and proceeds to bid creation/direct purchase

Product & Services Categories on GeM

11,969

No. of Product Categories

320

No. of Service Categories

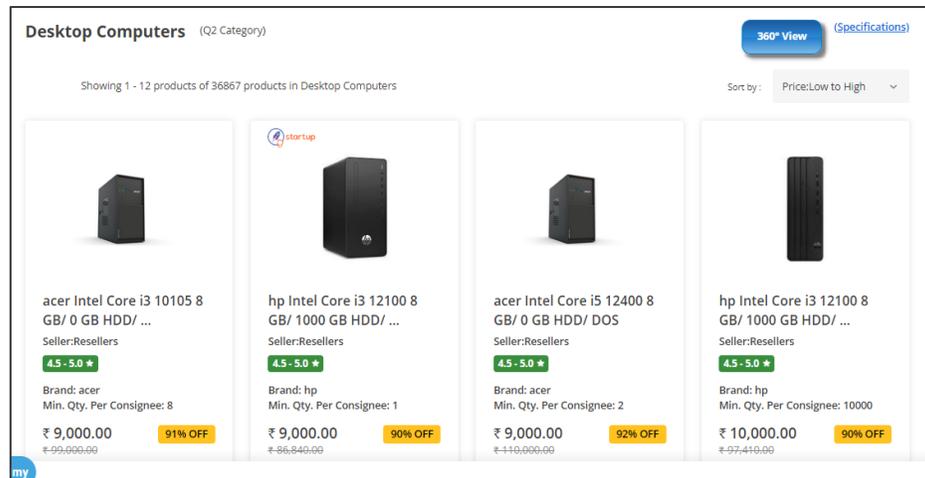
INR
4.56
lakh cr

Procurement through
Product Categories

INR
2.86
lakh cr

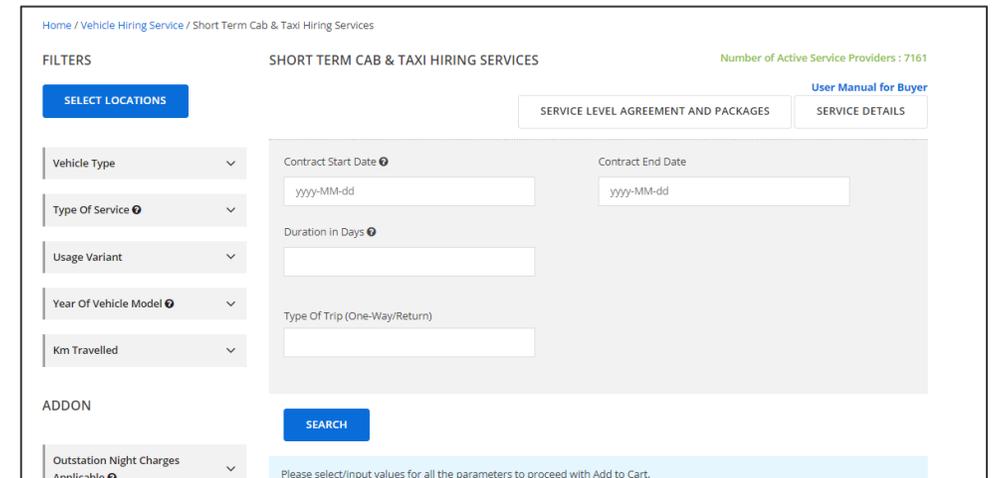
Procurement through
Service Categories

PRODUCT CATEGORY



The screenshot shows a product listing for 'Desktop Computers' (Q2 Category). It displays four product cards with details such as brand (acer, hp), specifications (Intel Core i3/i5, GB, HDD), seller information, and pricing. Each card includes a '91% OFF' or '92% OFF' badge. The interface includes a '360° View' button and a 'Sort by: Price:Low to High' dropdown.

SERVICE CATEGORY



The screenshot shows a service listing for 'SHORT TERM CAB & TAXI HIRING SERVICES'. It features a 'FILTERS' section with dropdowns for 'Vehicle Type', 'Type Of Service', 'Usage Variant', 'Year Of Vehicle Model', and 'Km Travelled'. There is an 'ADDON' section for 'Outstation Night Charges'. The main area contains input fields for 'Contract Start Date', 'Contract End Date', and 'Duration in Days'. A 'SEARCH' button is visible at the bottom.



Category Creation Process on GeM

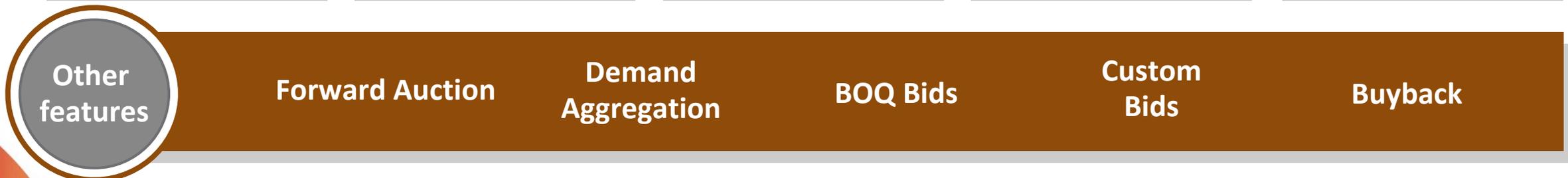
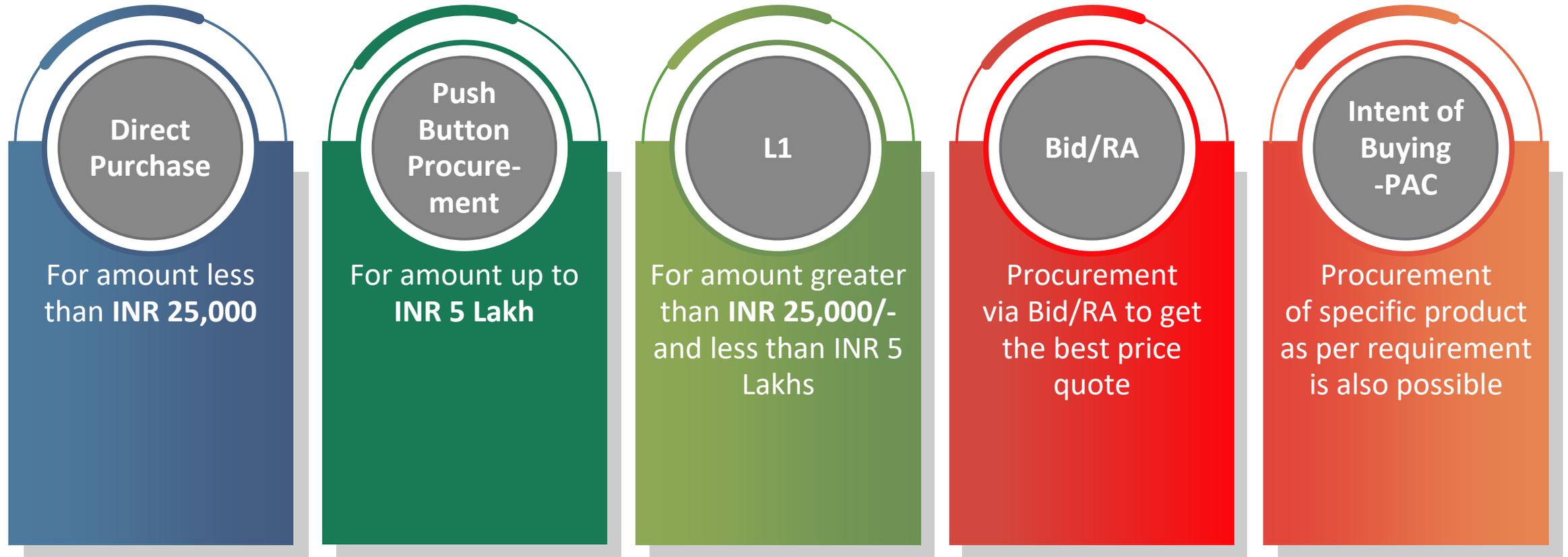
- **Industry Expert team for Category Management – In depth Research of Product/Service**
- **Buyer & Seller Consultation – Online & Offline Discussion**
- **Study of best procurement practices**
- **Finalization of Mandatory (Golden Parameters) & Optional Parameters**
- **Relevant Certifications/Statutory Compliances**
- **Quadrant Fixation – Q1/Q2/Q3/Q4**
- **Onboarding of OEMs/Sellers/Service Providers**



Benefits of Category based Procurement

- **Standardization of Parameters – Quality Benchmarking**
- **Ease of Product/Service Discovery on portal (for both Buyers & sellers)**
- **Market Sanity through OEM/Brand Dashboard/Catalog Verification**
- **Vendor Aggregation leading to Competitive Participation – Cost Efficiency**
- **Compliance of GFR/MSE/MII & other procurement guidelines**
- **Better Data Analytics**

E-Procurement | Various e-procurement methods offered by GeM



E-Procurement | Direct Purchase

- Direct Purchase enables a buyer to **buy products/services of value up to Rs. 25,000** which meet the requisite quality, specifications and delivery period, without comparison, through any of the available sellers on GeM
- The Direct Purchase of a product can be done **once in a week** by buyer
- The INR 25K limit is overruled in **Automobile and some Drugs categories**
- The 'Add to Cart' can be done by either Buyer or Indenter user role
- Once a product/service is added to the cart, price gets locked for 10 days
- The buyer **uploads the Financial Approval** on Demand page

E-Procurement | Push Button Procurement

- The total procurement value of purchase is **not to exceed INR 5 lakh**, inclusive of all taxes
- This method can be used **only if at least five bids (at least 2 OEMs) are received**. In case less than five bids are received, the procurement is to restart using usual procurement methods
- **Contract is auto generated**, once confirmed by buyer
- **Automates decision making**

E-Procurement | L1 Purchase

- L1 procurement enables direct purchase for **order values between INR 25,000 and INR 5 Lakhs**
- Buyer needs to **compare three different OEMs on GeM**, who meet the requisite quality, quantity, specifications and delivery period demand
- **System will then recommend an L1 product matching** these requirement. Buyer needs to select system recommended L1 to place a direct purchase order

Category Current L1	Category Current L1	Product Added By You	Product Added By You
DUGONG Intel Core i3 12100 4 GB/ 1000 GB ...	DUGONG Intel Core i3 12100 4 GB/ 1000 GB ...	acer Intel Core i3 10105 8 GB/ 0 GB HDD/ ...	hp Intel Core i3 12100 8 GB/ 1000 GB HDD/ ...
₹ 29,998.99 ₹-99,000.00	₹ 29,998.99 ₹-99,000.00	₹ 31,454.00 ₹-99,000.00	₹ 38,120.00 ₹-86,840.00
4.5 - 5.0 ★	4.5 - 5.0 ★	4.5 - 5.0 ★	
ADD TO CART	ADD TO CART	ADD TO CART	ADD TO CART

Key Specifications

Processor				
Processor Make	Intel	Intel	Intel	Intel
Processor Generation	12	12	10	12
Number of Cores per Processor	4	4	4	4

E-Procurement | Bids and Reverse Auction

- The Bidding/Reverse Auction allows buyers to **conduct an electronic bid for the goods and services** on the platform
- Creation of bid documents as well as system driven evaluation driven through **well-defined and standardized technical parameters and the bid terms and conditions**
- **General Terms and Conditions, Special Terms and Conditions and Additional Terms and Conditions** provided by the platform address the general requirements for floating e-bids/RA on GeM

E-Procurement | Participation methods in Bidding / Reverse Auction

- **Category based bidding:** Buyer requires to **select category with technical parameter associated with it**. Seller can only participate if seller requirements matches with buyer specifications
- **Custom Bidding:** Only **allowed for the product/service not available on GeM**
 - Availability report MUST be generated
 - Selection of 3 nearest categories
 - Seller submits the bid matching the custom catalogue
- **BOQ based bidding: Number of the line items are large**
 - Enable Buyer to analyze Item wise Price breakup in a larger contract/project
 - Option to upload BOQ(s) (Bill of Quantities) against an item or multiple Items
 - Sellers quote prices for each Sub Item in the required BOQ format

E-Procurement | Bid Evaluation Methods

- **Total Value wise:**
 - L1 determined on the **overall cost of the items**
- **Item wise-Schedule wise:**
 - Seller has the choice to participate in a single or multiple items and then after L1 determined for **individual items**
- **Item wise-Consignee wise:**
 - Seller has the option to offer **prices for an item at different locations**. It helps buyer to get best value because some sellers may be more competitive on some consignee locations.
- **Group Wise:** Buyer has the choice to **combined items/schedule in a group** and then L1 determined based on the items available with group

E-Procurement | Selection Methods in Services

- **QCBS (Quality and Cost Based Selection)**
 - Buyer can give weightage to both Technical & Financial Parameters
 - For Consultancy Services upto 80% & for non-consultancy services upto 30% weightage to Technical parameters
- **LCS (Least Cost Selection)**
 - Buyer can define a set of parameters to fix a minimum passing criteria for service providers
- **L1 Based**
 - Minimum price bidder gets the order

E-Procurement | Bid Participation

- **System triggered notification**
- Provision of **bid representation**
- **System driven validations**
- Seller participates in the Bid and submits his **technical and financial Bid** before the Bid Closing Time.
- **Technical Offer:** Seller chooses product he has offered in the market that is matching the buyer's requirement specification based on the golden parameters
- **Price Offer:** Seller offers price for each item. Once price has been entered, the total value is calculated based on the formula set in the system
- **Document Upload:** The seller is required to upload all documents as per requirement of the Bid



E-Procurement | Ongoing Representations

- Buyers can **add terms and conditions** in a Bid in the form of an ATC, Corrigendum, Scope of work, Drawings, etc. These terms are published in the Bid document and are made available for all prospective sellers
- Sellers can **raise representation after the bid is published**
- Buyers cannot open the technical Bids unless all representations have been responded to

E-Procurement | Bid Evaluation and Awarding (I/II)

- **Technical evaluators** selected by the buyer and view access of all documents provided to selected evaluators
- **Seek clarification**
 - Buyers can seek clarifications regarding uploaded documents from Sellers during technical evaluation
 - Buyer may seek clarifications more than once
 - The time provided to all sellers will be the same as defined by the buyer subject to a minimum of 48 hours
- **MSE/MII verifications**
- **Technical Evaluation results published along with reason**

E-Procurement | Bid Evaluation and Awarding (II/II)

- **Challenge Rejection**

- If the Buyer seeks clarification from any of the sellers, the technical qualification is frozen for these sellers until the clarifications are obtained from the sellers (in the 48 hours duration or as per time specified by the buyer).
- Sellers allowed to make any representations against disqualifications in the time window of 48 hours

- Faceless **Online L1 Negotiations**

- **System driven splitting** for MII and MSE

- **System generated Contract** with system generated notification to the bidder.

E-Procurement | Fulfilment and onwards (I/II)

Seller Action

- The seller to **pay transaction charge**, if applicable, for the order
- System **generates an e-Invoice through GSTIN** for invoice transaction charge
- Seller can download ePBG format and **proceed on PBG through bank**; They then upload the PBG acknowledgement on the GeM platform
- The seller to **fill all the mandatory fields on the invoice form**, for invoice generation
- The seller to do **eSign/ DSC** for final submission of invoice
- The seller to provide **Date of Delivery with proof**, so that PRC/ CRAC can be created

PRC (Provisional Receipt Certificate) process

- **PRC generated** within 4 days from seller proof of delivery updates
- 2 more days for **editing/ verification of system generated PRC**

E-Procurement | Fulfilment and onwards (II/II)

CRAC (Consignee Receiving & Acceptance Certificate) process

- CRAC to be generated within a predefined timeframe
- Configurable auto-CRAC generation timeline subject to certain conditions being met
- The system gives 3 more days for **editing/ verification of system generated CRAC**, in case the consignee does not do it manually
- The seller can **raise supplementary/ rectification invoice** of rejected quantity during CRAC

Payment | Multiple Payment Modes

- Online Payment
 - PFMS, IFMS, GPA
 - Bank integrations
 - Buyer payment solution integration Railways, CGDA
- Payment to be made within 10 days from CRAC ([DOE Order](#))
- Provision of deductions as per contract
- Interest Collection of Delayed Payment ([DOE Order](#))

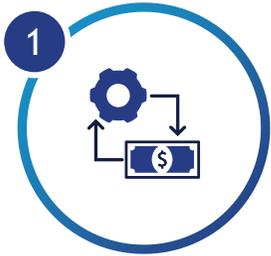
E-Procurement | Forward Auction Overview

- Facilitates pan-India **auction of categories of goods/ material/ immovable items**
- **FA Sellers/ Auctioneers:** Central and State Government Ministries /Departments, CPSUs & SPSUs, Autonomous Institutions and Local Bodies
- GeM Buyer gets **auto-registered as FA Seller/Auctioneer** on Forward Auction Module
- Facilitate **auction & procurement in single platform**

Forward Auction Categories:

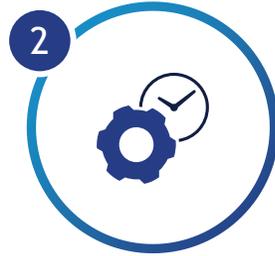
- **E-waste:** Electronic and Electrical
- **Land/Building:** Industrial, Commercial and Residential
- **Machineries:** Electric Industrial, Non-Electric Industrial
- **Scrap/Disposables:** Lube/Waste Oil, Metallic, Non-Metallic, Useable and Scrap Vehicles
- **Others:** Items for re-use and are of monetary value other than above

The GeM Advantage



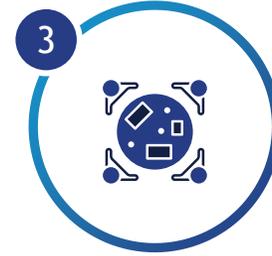
Cost Savings

- Cost savings of more than ₹ 65,000 crore for the government
- Reverse auction: ~25% price reduction vs avg. original L1 price
- Guaranteed discounts via direct OEM deals, demand aggregation



Time Efficiency

- Tender cycle time reduced from 34 to 24 days²
- Standard templates e.g., bid forms, T&Cs
- Fast track procurement e.g., DP upto INR 25K
- On-time delivery up from ~80% to ~97% - for orders paid on GeM



Reach & Inclusiveness

- MSE share >49% of cumulative GMV
 - > 8 lakh MSE sellers
 - > 1.5 lakh women suppliers
 - > 45K SC / ST sellers
- Handholding support in registration and cataloging
- Dedicated Storefronts, #vocalforlocal, ODOP



Transparency & Fairness

- Contract data made available in the public domain
- Seller representation window to challenge disqualification and restrictive bid conditions
- Tracking Business opportunity and capturing Annual Procurement potential



Transparency on GeM

- Data (incl. price, # of participants) for all Bids, Reverse Auctions and Contracts is public
- Representation window available – after publishing of bid and after publishing of technical results
- Price justification option for low prices
- Functionality of capturing the annual procurement potential of all buyers on GeM
 - Buyers can upload their procurement plan for the Financial Year
 - Demarcation for GeMmable vs non-GeMmable procurement

Efficiency through GeM

- Entire process of procurement is digital - from indenting to payment
- Bid created through standard template: Time from creation to publishing less than 30 minutes
- Portal has inbuilt policies like MSE preference, MII, EMD etc guiding buyers at various stages of bid and award
- Online grievance redressal mechanism for quick resolution of issues and complaints
- Online features and functionalities for Splitting, Negotiation, Price Break up upload, Reverse Auction etc.
- Emergency procurement enabled where bids can be opened in 3 days

Inclusivity on GeM

Access to Market

- Creation of #vocalforlocal dedicated market pages for Women, Startups, SHGs, Artisans, Weavers, etc.
- Delivery of GeM seller services to last -mile MSEs through 5.2 lakh+ Common Service Centres (CSC), and 1.5 lakh+ India Post offices
 - Seller registration, product catalogue upload and management, order acceptance, fulfilment and invoice generation, packaging & logistics services.

GeM Sahay – Access to Capital

- **GeM Sahay 2.0** - Inclusive lending platform for sellers to avail loan on acceptance of orders.
- **Vision of 10-10-10** i.e., loans up-to INR 10 lakh, under 10% RoI, disbursed within 10 minutes.
- GeM Sahay will leverage on **Digital Public Infrastructure (DPI) such as UPI, Aadhaar, Account Aggregator, OCEN** to facilitate the credit at scale as a complete digital journey.

Social inclusion on GeM

WOMANIYA ON GEM 😊



Art by Anjali Rai Chhabra "Magan" Illustration of women empowerment and grace

In pursuit of Life, Liberty and happiness

Handcraft, Accessories, Home Decor & Furnishings, Food and Beverages, Home Products, Organic Food & Spices, Wood Crafts and more from Women Entrepreneurs on GeM. [click here...](#)

The Saras Collection
 Premium hand-crafted products from finest self-help groups in India





Authentic Tribal Handloom & Handicrafts

Explore Now

WOMEN'S WEAR



Categories: PAINTINGS, HOME LINEN, FILE FOLDER, DHOKRA

Discover innovative products and solutions from the finest Startups in India.

STARTUP RUNWAY




GeM
 Government e Marketplace

MINISTRY OF TEXTILES



GeM
 Government e Marketplace

MINISTRY OF TEXTILES

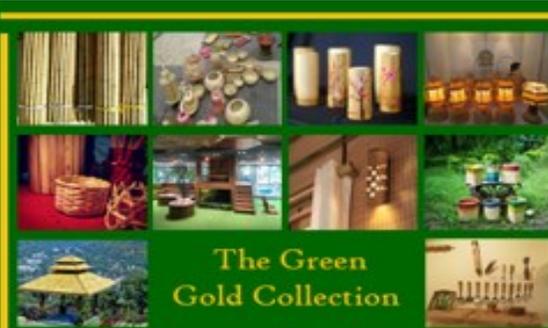
Discover Pristine Khadi and Khadi Products on GeM

152 YEARS OF CELEBRATING THE MAHATMA

"If we have the khadi spirit in us, then we should surround ourselves with simplicity in every walk of life."
Mahatma Gandhi

The Green Gold Collection

NATIONAL BAMBOO MISSION
 Dept of Agriculture, Co-operation & Farmers Welfare, Ministry of Agriculture, Cooperation & Farmers Welfare




Enabling Business to MSE Firms

- MSE contribution is more than **49%** in the overall GeM transaction value
- Exemption in **EMD amount**
- **Purchase Preference to MSE** inbuilt in the system
- Exemption in **caution money** for MSE Women and MSE SC/ST Firms
- Filters provided for MSE firms for Direct Purchase

Cost Savings through GeM

GeM has facilitated cost savings of more than ₹ 65,000 crore for the government, in addition to providing a fair chance to marginalized sellers

- Independent study conducted by the **World Bank and IIM Lucknow (2020)**
 - Estimated an **average savings of 9.75%** from the median price.
 - Participation of each bidder translates into an additional saving of **0.55%**.
- The **Economic Survey 2021-22** highlighted a cost comparison for 22 common-use goods
 - Prices on GeM were observed to be **9.5% lower** in comparison with other online platforms for 10 out of 22 commodities.
- 90% of the buyers (out of 5,000 respondents) acknowledged savings of up to 20% while procuring through GeM (**Axis My India Survey**)
- **Major reasons:** Higher seller participation, information symmetry and availability, bulk discounts, better price discovery functionalities such as reverse auction and demand aggregation

Benefits of GeM – Other types of process cost related savings via GeM acknowledged by buyers



Printing Costs

GeM **Bid Documents being more concise** in content has resulted in a **reduction in printing costs** related to Tenders, w.r.t. manual approvals & storage for record purposes.

- Sr. Manager, Strategic Planning,
Balmer Lawrie & Company Ltd.

Printing Cost has been reduced. All the **contracts are sent in e-Mode as Gem Contracts directly to the seller.** No separate printed PO copy needs to be sent.

- Manager,
Hindustan Petroleum Corp. Ltd.



Advertisement Costs

Saving of cost has been **achieved in newspaper publicity of tenders.** **Reduction of effort** on newspaper publication of advertisements.

- Indian Army, Min. of Defence

There is no requirement of RFI. **No requirement of advertising tenders in newspapers.** Creating/ opening/ finalizing bid in GeM is simpler.

- General Manager, Purchase,
Western Coalfields Ltd.



Other Costs (e.g., travel cost, courier costs etc.)

There is **reduction in post publishing tracking cost for tenders related to standard products and services** since the tender related information is readily available on GeM.

- Sr. General Manager,
Engineers India Ltd.

We achieve 5-10% reduction in admin costs for various service tenders floated through GeM. **Cost on courier services is nil.**

- Procurement Manager,
Bharat Petroleum Corp. Ltd.

GeM - System Size, Scale & Complexity

Users

9K Page views/sec
1.5Mn interactions/day
~16K Concurrent Users

3L+ Buyers
138K Primary
208K Secondary

1K user authentication requests/minute,
250 OTP Validations/Minute

Integrations

Payment Integration with
19 Banks
 (Integration with Railways, CPSE, MoPR & India Post)

ERP Integrations with
28 CPSUs
 (13 more in progress)

Unique integrations with MCA, UIDAI, Income Tax, GSTIN, Udyam, GeM SAHAY

Transactions

INR **1050** Cr daily average GMV

3000 Bids published/Day

17,000 Participations/day

15,000 Orders/day

~6K documents digitally / e-signed per day

160+ Bid Variations

1Cr Lines of Code across Key Modules

~120 Incidents Per day by buyers/sellers

3.5 Crore Emails/month
2 Crore SMS/month

7500+ Test Scenarios, ~5 test cases per scenario

Operations

1L PA/BA request per month, TAT of **1.13 days**

1.1 lakh monthly calls to Call Centre With **~80%** First Call resolution

42,000+ Tickets closed by L1

~2000 Trainings
1 lakh Avg Participants/Year

538K Social Media Followers
~500K Social Media Impressions/month

500+ major features and enhancements for performance delivered in last FY

GeM External Integrations



20+ Integrations with National Agencies

ERP Integrations 28 CPSUs

ERP Integrations Sectorwise	Grand Total
Oil	10
Manufacturing / Steel	4
Airlines	1
Defence	2
Railways	1
Railway Logistics (Concor)	1
Municipality	1
Panchayti Raj	1
Power	3
Space	1
Port	2
Project Consultancy	1
Grand Total	28



IFMS 4 STATES

- Kerala
- Orissa
- West Bengal
- Delhi

GeM Pool Account (GPA) 19 BANKS



Benchmarking with Global public e-procurement portals and private e-marketplaces

Platform	Country	Establishment year	Annual GMV (USD)	Organization size
GeM	India	2016	~50 Bn (expected in FY 23-24)	~170
Global public e-procurement portals				
KONEPS	South Korea	2000	~63 Bn	~1000
GeBIZ	Singapore	1999	~18 Bn	~300
Private e-marketplaces				
Flipkart	India	2007	~7 Bn*	~18000
Amazon	India	2013	~3 Bn**	~10000
Udaan	India	2016	~1 Bn	~3000

Sources: GeBIZ website, KONEPS website, GeM operations data

*Flipkart - <https://economictimes.indiatimes.com/tech/technology/flipkart-india-logs-9-revenue-growth-at-rs-55823-crore-losses-widen-by-42/articleshow/104644333.cms>

**Amazon - <https://economictimes.indiatimes.com/tech/technology/amazon-india-marketplace-revenue-up-32-losses-down-23/articleshow/94154901.cms>

Customer Helpdesk | Overview

Parameter	Details
# of Contact Centres	2 centres – Bhopal and Delhi (Escalation and L1/L2 is based on-shore)
No. of Seats	~200 agent staff operational currently across shifts (including L0, Escalation, L1 and L2 levels and outbound calling)
Languages supported	English, Hindi, Telegu, Tamil, Kannada, Malyalam, Marathi, Bengali, Oriya, Punjabi, and Gujarati
Operations	<ul style="list-style-type: none"> • 6 days in a week (Monday – Saturday) • Daily timings: 9:00 AM to 10:00 PM
Accessibility	Toll Free numbers - 18004193436, 18001023436
Channels enabled	Calls, Emails, Chat, Website and Walk-ins
Support provided at customer helpdesk	Queries, Troubleshooting, Technical and Development Support
Governance & audit	Regular performance checks - Weekly, Monthly and Quarterly reviews

Customer Helpdesk | Key interventions in pipeline



Addition of Whatsapp channel for communication with buyers and sellers



Automation of call-types to self service mode



Welcome calls to new onboarded buyers



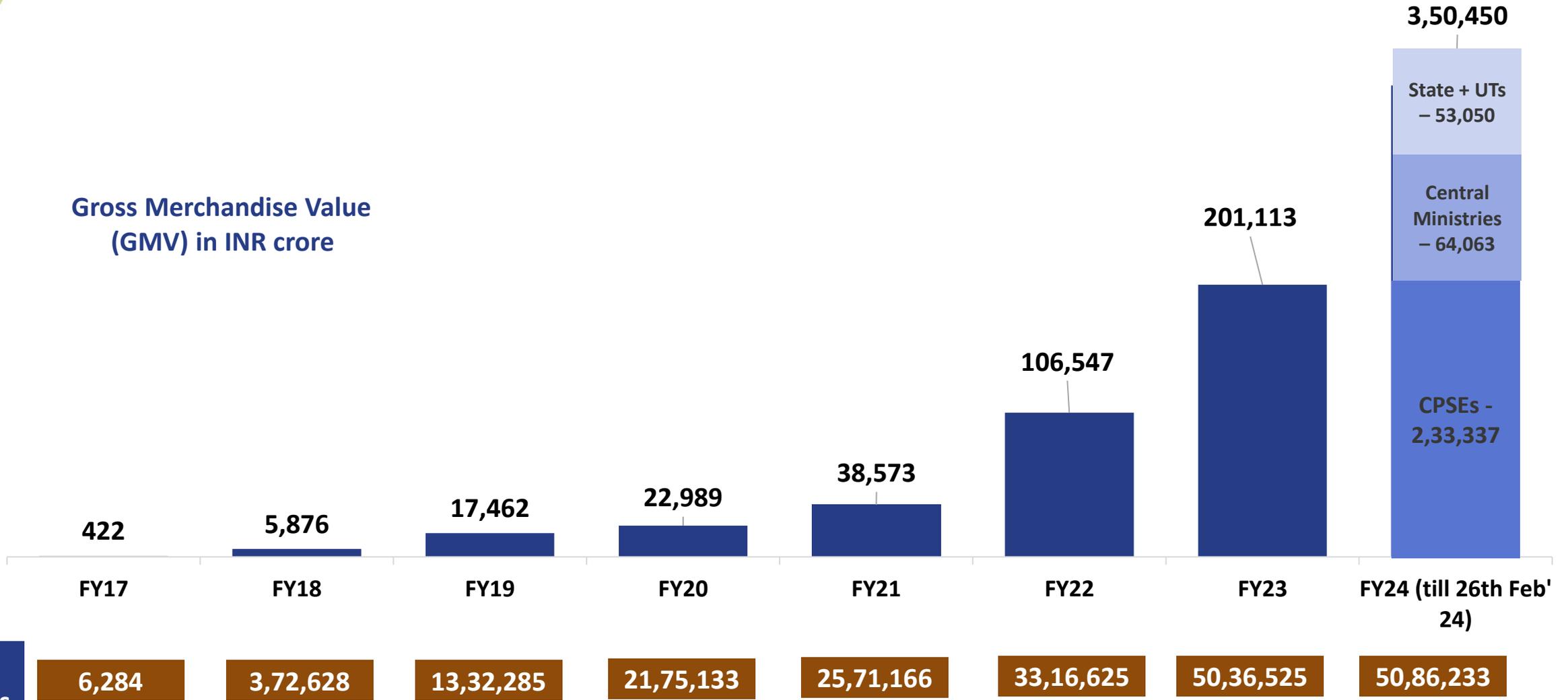
Improving user experience of "Ticket Status view" dashboard on GeM website



Preferential treatment / services for High net-worth Buyers (HNB)

Business overview | Sustained GMV growth over the years...

Gross Merchandise Value (GMV) in INR crore



of orders



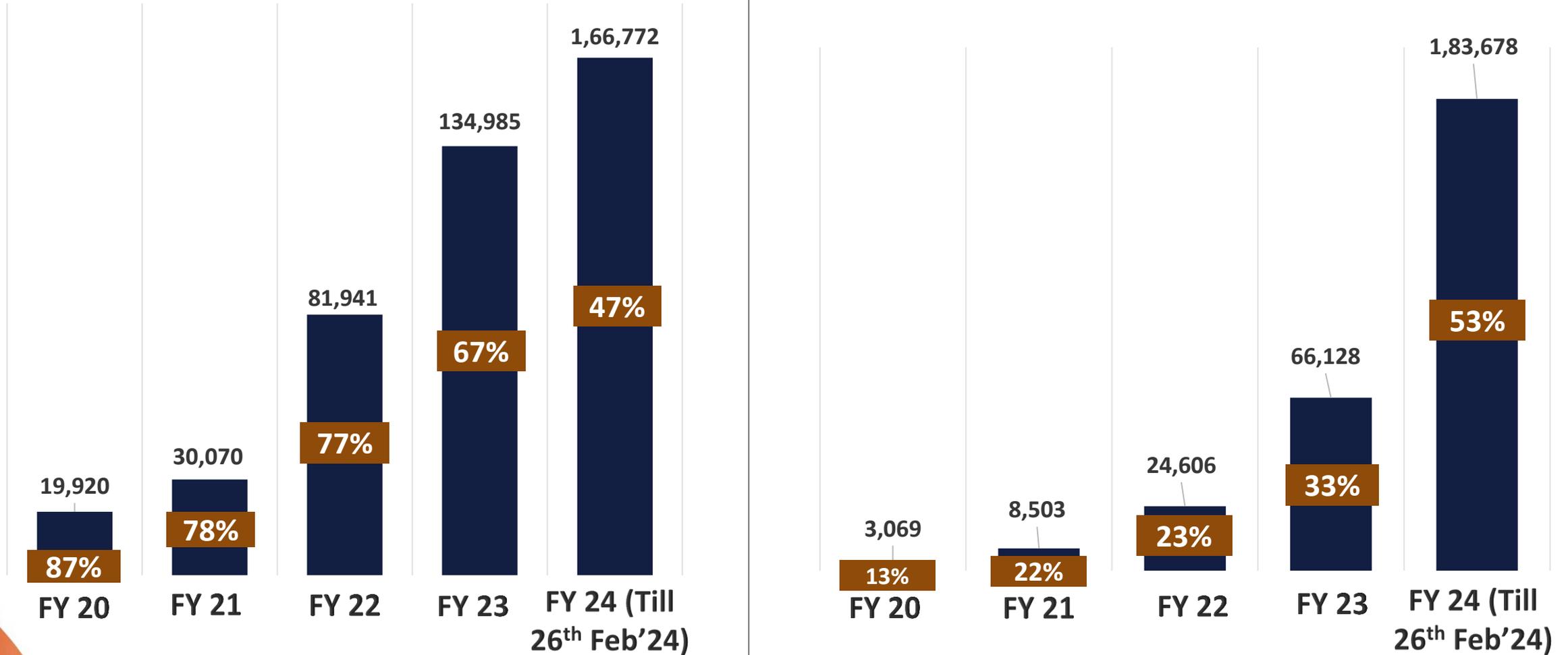
Nearly half (INR 3.69 lakh crore) of GeM's entire GMV since inception has been awarded to MSEs

Products and Services contribution to GMV

Product GMV (₹ crore)

12,000+ categories
36 lakh+ listings

Services GMV (₹ crore)



Represents GMV contribution

Top Service Categories

Category Name	Summary	Top Buyers
Manpower Outsourcing Services	<ul style="list-style-type: none"> 40,000 Contracts placed in FY 22-23, Value - Rs. 14,000+ Cr Approx. 5.30 Lac resources hired in FY 22-23 	Across Ministries & States
Vehicle Hiring Services	<ul style="list-style-type: none"> 30,000 Contracts places in FY 22-23, Value - Rs. 2900+ Cr More than 5 Lac vehicles hired in FY 22-23 	Across Ministries & States
Handling, Transport & Other Mining Services	<ul style="list-style-type: none"> ~30,000 Cr worth orders placed in FY 23-24 Used for Transportation of Coal, Ash, Food Grains among others 	Coal India subsidiaries, NTPC, FCI
Mine Development & Operations	<ul style="list-style-type: none"> 2 Orders worth Rs. 20,400 Cr & Rs. 13,868 Cr placed Another bid in pipeline having estimated value of Rs. 8000 Cr 	NTPC, Coal India Limited (under discussion)
Insurance Services	<ul style="list-style-type: none"> 10 Different type of insurance services available, direct participation by IRDA approved Insurance providers 	Gujrat Govt. - Rs. 2300 Cr (Group Mediclaim) NHPC - 498 Cr (Asset), SAIL - 353 Cr (Mediclaim)
IT Services	<ul style="list-style-type: none"> Buyer can hire service provider for on a lumpsum basis for a milestone-based project or hire resources on a monthly wages-based model 	Canara Bank - 814 Cr (Core Banking Solution), ESIC - 475 Cr (Project Panchdeep), UP Govt. - 460 Cr (Smart Class)
Local Chemist Empanelment	<ul style="list-style-type: none"> Buyer can empanel a chemist for supply of medicines at their establishment on a maximum discount basis 	CGHS - Orders worth Rs. 1000+ Cr placed ESIC & Other State Buyers - Rs. 100+ Cr
Medical Services	<ul style="list-style-type: none"> Rs. 1100+ Cr orders placed for hiring of healthcare resources Other services such as Kitchen & Dietary, Sanitation Service, Ambulance Service, Healthcare Laundry, Tele Health, LMO 	AIIMS, UP State Medical Dept. & across other States

Implementation of Govt. Schemes

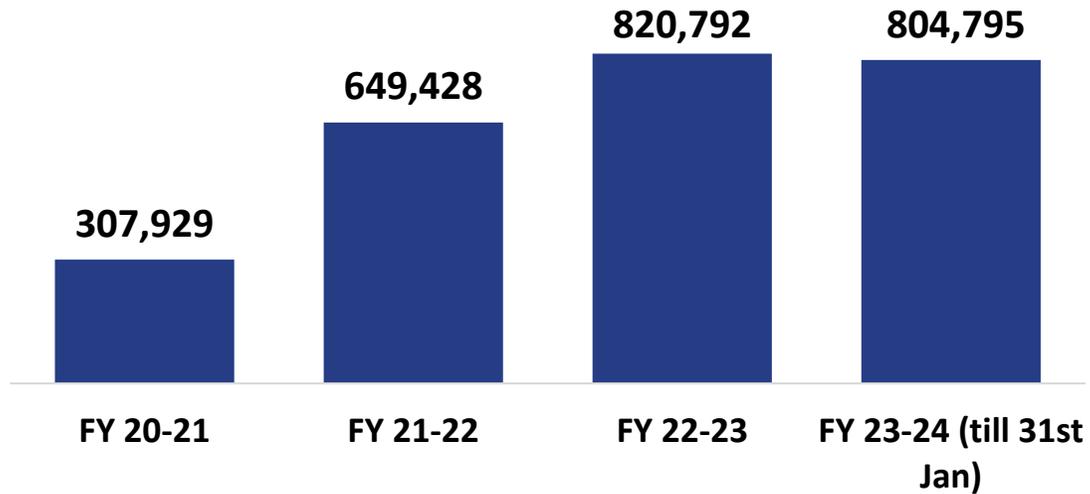
Scheme Name	Description	Ministry/Department
Jal Jeevan Mission	<ul style="list-style-type: none"> For “Implementation IoT Sensor Based Measurement & Monitoring of Rural Water Supply Systems” Bid published by Punjab Govt. for coverage of 897 Villages 	M/o Drinking Water & Sanitation Dept. of Drinking Water & Sanitation
Mission Karmayogi	<ul style="list-style-type: none"> National Program for Civil Services Capacity Building (NPCSCB) Capacity building issues of the Civil Services through a comprehensive online platform Category on GeM - “E-Learning Content Development”, for translation/conversion/restructure/rewriting of content to multimedia formats 	M/o Personnel, Public Grievance & Pensions, Dept. of Personnel & Training
Swachh Bharat Abhiyaan	<ul style="list-style-type: none"> Dedicated Services available on GeM for Sanitation, Collection & Disposal Waste Management 35 orders across various urban local bodies in Bihar placed for Collection, Lifting, Transportation & Disposal of waste. Total Order Value ~Rs. 129 Cr 	M/o Drinking Water & Sanitation
Saksham Anganwadi and Poshan 2.0 Scheme	<ul style="list-style-type: none"> Service - Production, Packaging and Delivery of Supplementary Nutrition under ICDS (Integrated Child Development Scheme) as per Saksham Anganwadi Scheme 2 Bids worth Rs. ~398 Cr, & Rs. ~235 Cr published by Uttarakhand State Govt. under the scheme 	M/o Women & Child Development

List of Unique Service Orders/Ongoing Bids

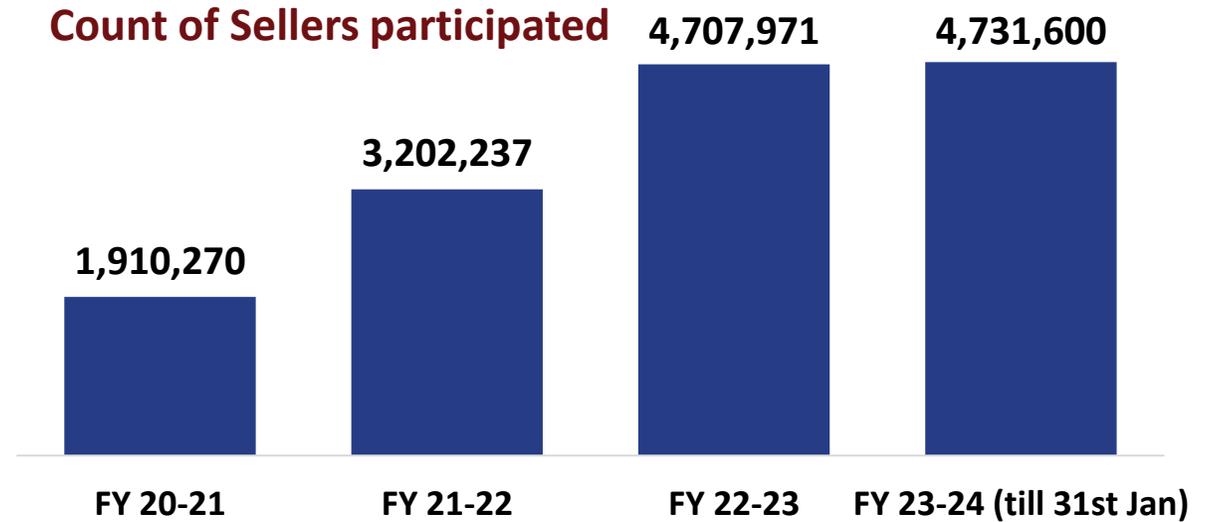
Category Name	Summary	Buyer Details
Leasing of High Value Medical Equipment	<ul style="list-style-type: none"> Wet lease of “CT Scanners 64” for 10 years, Rs. ~14 Cr Establishing & O&M of Hemodialysis Facility at Hospital 	<ul style="list-style-type: none"> Northern Coalfields Ltd Janakpuri Super Specialty Hospital
Market Research/Survey	<ul style="list-style-type: none"> 45 orders placed for “National Family Health Survey-6” across all States & Union Territories. Total Value - Rs. ~287 Cr 	Indian Institute of Population Sciences (M/oHFW)
Hiring of Chartered Aircrafts	<ul style="list-style-type: none"> Order for hiring of 830 Aircrafts remote areas such including Leh, Shrinagar, Andaman & Nicobar etc. Value - Rs. ~148 Cr 	Ministry of Defence
Examination Service	<ul style="list-style-type: none"> Service for Question Paper Design, Candidate Registration, Venue Booking, Admit Card Processing, Evaluation, Result Publishing, etc. 	Chhatrapati Shahu Ji Maharaj University Kanpur UP; CAG; Central Council for Research in Ayurvedic Sciences (CCRAS)
Air International Logistics Service	<ul style="list-style-type: none"> International Logistics of approx. 24000 kg. IMO Class-I Dangerous Goods from Sweden Airport to India. Value ~Rs. 3 Cr. 	Munitions India Ltd. (MoD)
Drone as a Service	<ul style="list-style-type: none"> Land Record Mapping, Development of Topographical Plan & Advance Mine Analytics, Surveillance during public events etc. 	Survey of India - Andhra Pradesh (30,000 sq km) Coal India Ltd. - Mapping of 300 sq. km area
Cyber Security Services	<ul style="list-style-type: none"> Punjab National Bank hired a Cyber Security Auditor for Regular Information Systems & Security Audit. 	Punjab National Bank
AR/VR Services	<ul style="list-style-type: none"> Mahanadi Coalfields Ltd. Hired an agency for development of Virtual Reality based training module for Safety and Training Module at 2 of their premises for 3 years duration. 	Mahanadi Coalfields Ltd.
Hiring, Operations & Management of ATMS	<ul style="list-style-type: none"> This includes supply, installation, operation & management of ATMS at locations across country 	SBI, PNB, Bank of Baroda

Robust Performance

Count of Bids Published



Count of Sellers participated



- Average Daily order value has jumped from INR 292 crore in FY21-22 to INR 1050 crore in FY23-24 (**3.5X growth**)
- Average per order value has also grown from INR 3.2 lakh in FY21-22 to INR 6.7 lakh in FY23-24 (**2X growth**)
- Average no. of orders per day has also grown from 9,086 in FY21-22 to 15,738 in FY23-24 (**1.7X growth**)
- The average monthly users interacting with the portal in the last 2 years (**2X growth**)

Multiple initiatives currently in progress to unlock the next wave of growth at GeM

Key growth vectors



Bringing together all forms of govt. procurement on GeM



Driving grassroots adoption: States, Municipalities, Village Panchayat



Value added services: Fintech, Logistics, Data & analytics

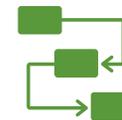
Key enablers



Enhancing "Trust" on GeM: Journey from mandate to customer advocacy



Technology investments: scalability & innovation focus (incl. AI-ML)



Revamping key operations: Marketplace sanity, customer care, incidents



People & organization: Performance oriented team & culture

Key features of NextGen GeM 2.0



Dynamic and robust architecture to support transactions at scale

GeM has grown by nearly 10X in the last 3 years. On track to touch ~3.5L Cr in GMV within current FY;

Hence it is important that the new system is able to support the scale and volume of transaction anticipated in the next few years.



Large scale Open API based integrations (NESL/RITES, etc.)

Multiples integrations needed for GeM Buyers: (Center, CPSEs, States, Cooperatives), Payments (e.g., IFMS), NESL, RITES, ONDC, SAHAY

System will be designed with an open API architecture.



Support Buyer level adaptations via Micro portals

GeM is being adopted by central buyers and CPSEs very well. States, Cooperatives, local buyers would need flexible local rule engines, dedicated front end & local UX, full multi-lingual experience, deep integrations with support for customizations.

Adoption of new age technologies

Augmented Reality (AR)

- GeM has partnered with a third party and created QR codes for 300 products for the pilot phase.
- Buyers will be able to scan QR codes on GeM website and view 3D models of objects in AR through their mobile device.
- Allow users to scale, zoom, pan, and place objects in their camera view.
- Implement a comparison feature that enables users to compare two objects in AR.

Artificial Intelligence Use Cases

Market Intelligence

Product Similarity

Price Gap analysis

Anomaly detection

Unstructured data analysis

Bid Health

Status & Key benefits

- Empowering buyers to discover the right price for a given product or service
- Easier navigation and content design for both buyers and sellers
- Near-real-time identification of any abnormal activity between buyers and sellers
- High visibility for decision makers to take necessary steps and stop potential collusion practices



GeM
Government
e Marketplace

Efficient • Transparent • Inclusive

Thank You

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Azadi Ka
Amrit Mahotsav