



GeM
Government
e Marketplace

Efficient • Transparent • Inclusive

THE NATIONAL PUBLIC PROCUREMENT PORTAL



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Shri Narendra Modi
Prime Minister of India

“

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

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1. NEED FOR REFORM

- 1.1** GeM owes its genesis to the recommendations made by two separate Groups of Secretaries to the Hon'ble PM in January 2016. The Group of Secretaries on "Good Governance Challenges & Opportunities" recommended procurement reforms in the form of a Central Public Procurement Platform for end-to-end procurement of goods and services along with reforming the Directorate General of Supplies & Disposal (DGS&D). The Group of Secretaries entrusted with the subject "Innovative Budgeting and Effective Implementation" recommended "DGS&D to set up a dedicated e-marketplace for different goods and services procured/ sold by Government/ PSUs". The Hon'ble Finance Minister in the budget speech for FY 2016-17 (paragraph 101) mentioned that more transparency and efficiency needed to be brought into the public procurement of goods and services by the Government, towards which the DGS&D will establish a technology-driven platform for facilitating the procurement of goods and services by various Ministries and Government agencies. Based on the directions of the Government, DGS&D worked on developing an integrated e-marketplace. With technical support from the National e-Governance Division (NeGD) and Ministry of Electronics & Information Technology (MeitY), a pilot phase of the Government e-Marketplace was launched on August 9, 2016.
- 1.2** The Government e-Marketplace (GeM), a Special Purpose Vehicle (SPV), was set up as the National Public Procurement Portal on May 17, 2017 in pursuance of the approval of the Union Cabinet on April 12, 2017 for providing procurement of goods and services by Central and State Government Organizations.
- 1.3** The erstwhile procurement system operated by DGS&D by way of concluding Rate Contracts (RCs) for certain products by calling tenders from the registered suppliers and fixing rates in manual negotiation with the bidder and arriving at one rate applicable to all bidders suffered from many weaknesses. The RC system of DGS&D involved human interface casting at times doubts on transparency. Concluding a RC was a long and tedious process. Registration of vendors was again a manual process involving visit by DGS&D officials to the vendor premises and was a difficult time-consuming process. The RC vendors were selected through limited bidding in which only the DGS&D registered vendors could participate. A Government buyer could place a purchase order on any of the valid RC holders through the DGS&D portal and the payment was made by the Government buyer directly to the vendor upon supply and acceptance of goods. DGS&D also used to execute inspection of stores on the request of user departments. The RC system suffered from the drawbacks such as lack of demand aggregation, cartelisation, restrictive competition, cumbersome procedures, physical contact between buyer and seller, delayed payments, etc.

1.4 The limitations of DGS&D RC system as well as limited scale of operation of RCs were the main reasons for the recommendations of Groups of Secretaries to recommend establishment of an e-Marketplace. GeM is a scalable system and being completely online, transparent, and system driven, takes care of the problems encountered with the RC system and sub optimal procurements which were happening across a fragmented buyer ecosystem dealing with a scattered vendor base. GeM covers the entire procurement process chain, right from vendor registration, item selection by buyer, supply order generation, and receipt of goods/services by the consignees(s), to online payment to the vendor.

2. APPROACH AND PRESENT IMPACT

2.1 GeM has made significant strides towards the pursuit of its three fundamental pillars, i.e., inclusion, transparency and efficiency in public procurement since its launch. GeM is an example of how digital platforms created with a strategic and clear intent to reinvigorate and reimagine legacy processes can bring about lasting change for the nation as well as the underserved. In order to fully realize the immense advantages accruing in terms of ease of procurement through an open and transparent procurement platform, all Central and State Government organisations and Union Territories are mandatorily procuring goods and services from GeM. Triggering the largest transformation exercise in India – through technology, digitization of processes, digital integration of all stakeholders and use of analytics, GeM has revolutionized the ecosystem of public procurement in the country for buyers and sellers alike. GeM has been effectively contributing to the Government's commitment to "minimum Government, maximum Governance"

2.2 The GeM platform enables multiple procurement modes (direct purchase, L1 procurement, bidding, reverse auction, bid followed by reverse auction). GeM has evolved as a trust-based platform and is contactless, paperless and cashless, where authentication of users is done through API integration with respective domain databases i.e., Aadhar, PAN, UDYOG Aadhar, Start Up, GSTN, MCA21 etc. The marketplace has inbuilt policies for automated market adjustments and end-to-end digital processes which enable a vibrant buyer-seller ecosystem. GeM has ushered in automation and digitization of processes enabled by technology and analytics leading to higher process efficiencies, better information sharing, improved transparency, reduced process cycle time and higher level of trust among bidders, which in turn have resulted in greater competition and higher savings. These innovations in GeM has also brought down waiting times and prices for buyers significantly and has ensured timely payments to sellers.

2.3 GeM provides an open inclusive platform for all kinds of vendors (OEM, resellers, and service providers) to register and list their products/services without any entry barriers. These aspects aided in developing a truly inclusive marketplace enabling big and small sellers to conduct business with the Government. There is no registration fee or listing fee in GeM. GeM has also enabled various functionalities like i.e. Public Procurement (Preference to Make in India), MSME Policy, Start-up India etc.

2.4 Scale & Impact: GeM has facilitated over 51.3 lakh transactions worth INR 73,247 crores as on December 1, 2020. In line with its pursuit of a universal and vibrant buyer-seller ecosystem in the platform, GeM saw substantial improvements in the number of buyers and sellers on the platform. As on December 1, 2020, there are more than 48,300 buyer organizations and over 8.61 lakh sellers and service providers registered on the portal. As on December 1, 2020, GeM has more than 10,855 product categories and 174 services. The key growth statistics for every financial year since the inception of GeM and their corresponding growth rates is enclosed in Annexures A , B and C of this note. The details of the top five ministries/departments' procurement on GeM is enclosed as Annexure B.

2.5 The growth in scale and impact of GeM is attributable to a number of innovative and strategic initiatives and functionalities on the platform.

Unified Procurement Platform: In line with paragraph 48 of the budget speech for FY 2020-21, consistent steps have been taken to develop the Unified Public Procurement System for the entire country-providing a single user flow for government buyers and sellers across the nation. The intent behind this vision is to enable economies of scale, better price discovery and sharing of best practices across stakeholders. The new iteration of the GeM platform launched in 2020, i.e., GeM 4.0 is anchored within this vision of the Unified Procurement System. Some of the key functionalities and features contributing to the realization of this vision are:

- (A) Integration with Other Procurement Portals & ERP Systems:** The integration with the Central Public Procurement Portal (CPPP) is complete and the functionalities of other publishing portals such as the Indian Railway Electronic Procurement System (IREPS), the Integrated Material Management System (iMMS) and the Defence Public Procurement Portal are also being brought onto GeM, along with integrations with public sector banks' and CPSE's ERP systems.
- (B) GeM Availability Report:** Towards this, the Central Government buyers are now required to obtain a "GeM Availability Report and Past Transaction Summary" to take informed procurement decisions. GeM prompts buyers to publish a bid on GeM itself if the required products/services are not on the platform along with the ID in the GeM Availability Report. The advantages of this is two-fold: one, it enables buyers to quickly



review the availability of their procurement needs on GeM and two, it also makes available critical data for GeM to analyze and improve the marketplace's offerings.

- (c) **Custom Bids:** The “custom bid” functionality allows buyers to float a bid on GeM even if the relevant category of product or service that they might be looking for is not available on GeM. With this, buyers do not need to step outside of the GeM platform for procurement of products and services under ordinary circumstances.

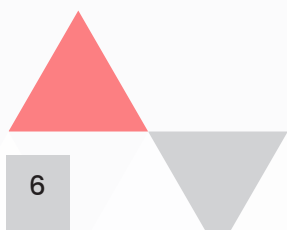
2.6 Ensuring Quality and Timely Delivery of Goods/Services

GeM has developed various online mechanisms to ensure quality and timely delivery i.e. online vendor assessment, online vendor rating, online incident management module, online EMD and e-PBG module, location based filter, caution money module, catalogue management system, local filter for difficult areas etc.

2.7 User-friendly, Robust and Vibrant Marketplace

GeM has adopted several innovations and functionalities on the platform to ensure that sellers and buyers are able to contribute to and benefit from a vibrant marketplace with a diverse and high-quality range of catalogs. New goods and services being added on a regular basis in GeM. GeM had been creating categories only on the basis of requests received from Government buyers and after consulting stakeholders. Further, fast and focused category creation has been made possible through the analysis of over 3.6 lakh tenders, servicing requests for category creation through the Request Management System (RMS) in a time bound manner and creation of new modules such as crowdsourcing of categories and sellers.

Moreover, a system has been set up in GeM whereby a buyer can request for category creation on GeM with complete specifications, which will be acknowledged, and the category will be created within a predefined time frame and notified to the buyer. GeM has also devised a new workflow wherein access to GeM's category management system has been provided to top CPSEs to create their own categories directly on the platform. The Catalog Management System has also been revamped including enabling the addition of new specifications in categories, enabling the addition of special terms and conditions at category level and allowing sellers to upload engineering drawings during creation of bids. Enhancements in Reverse Auction (RA) module for auto refresh, reverse clock and prepopulating last submitted prices for speedy accurate participation and closure, enabling sellers to choose serviceability locations for bringing down rejection rates etc. have already been implemented.



2.8 Accelerated Onboarding of Sellers

According to the instructions issued by Ministry of Finance, Department of Expenditure, it is mandatory for sellers providing goods and services to the Central Government Organizations (except Railways) to be registered on GeM and obtain a unique GeM Seller ID which shall be invariably incorporated in every Supply Order/Contract/Agreement/Purchase Order while awarding any contract/order for procurement by any Central Government Organization w.e.f. 01.11.2020. This will ensure faster onboarding of sellers on GeM.

2.9 User-Centric Initiatives

GeM has developed a Chatbot GeMmy/Virtual Assistant driven by Artificial Intelligence to help users transact on GeM through the Virtual Assistant. GeM has launched the “Voice of the Customer” initiative i.e. tracking the life cycle of a grievance, capturing customer feedback, enabling enhanced virtual chatbot to assist customers at various steps and providing context specific help, timebound resolution, escalation desk support etc.

2.10 Implementation of Forward-looking Technology Roadmap

The latest iteration of the platform, i.e., GeM 4.0 is in the process of leveraging cutting-edge technologies like artificial intelligence including machine learning and deep learning and natural language processing (NLP) to improve different aspects of the platform ranging from the user experience and journey on the platform to security and traceability as well as procurement planning and monitoring.

2.11 Key Stakeholders Benefitting from the Reform

2.11.1 Buyers & Sellers

Government buyer organizations and the sellers/service providers are key stakeholders in the GeM platform and their onboarding and user experience on the platform is integral to ensuring their continued engagement and satisfaction on GeM. With this in mind, GeM has implemented several new functionalities on the platform in addition to improved processes to ensure that buyers have a world-class user experience on the GeM Platform. These include, among others:

- (A) **BA Tools & Dashboards:** Business Analytics (BA) tools enabling buyers to view the Last Purchase Price (LPP) on GeM, last six month price trends and Department’s own Last Purchase Price are available on GeM Portal.

- (B) **Revamp of Incident Management Module:** Online reporting facility (Incident Management) for users to report insanity of any nature that is raised as incidents and acted upon for further sanitizing the market offers.
- (C) **Robust Seller Ratings Framework:** GeM currently has a system driven seller rating based on data on coverage, timely delivery, quality of order fulfilment, reliability and incident history generated on the platform. GeM has recently developed Buyers' feedback and end users' feedback as 2 additional new parameters which will be factored in the rating of sellers apart from transactional parameters. GeM was waiting for sufficient data relating to buyers' feedback and users' feedback to create the new revamped model of seller rating. The data has now been collected and the seller rating model is being finalized. Once the model is finalized, the rating will be revamped to include these parameters in overall seller rating.
- (D) **Incentive Scheme for Buyers & Sellers:** The incentive scheme for buyers and sellers has been designed keeping in view the directions given regarding maintaining a balance between large and small buyers as well as including parameters related to both value and numbers. This was issued on July 1, 2020. The award period will be for six months from 1st July to 31st December 2020 and results will be announced in the month of January 2021. Further, a 'leadership dashboard' with top ranks in each category for both buyers and sellers has been published on the GeM portal where anyone can see the top 20 leading buyers/sellers in each category along with terms and conditions of awarding categorization and criteria.
- (E) **GeM Seller ID:** It is now mandatory for all sellers and service providers doing business with the Central Government organizations (with two exceptions, i.e. one, with Railways and two, for procurement of value exceeding INR 25 lakhs) to be registered on GeM and obtain a unique GeM Seller ID. This seller ID is to be invariably incorporated in every supply/purchase order with effect from November 1, 2020. The intent behind this step is to ensure that sellers engaging with Central Government buyer organizations across India are identified and onboarded on to GeM.
- (F) **Transparent Bidding Module:** In order to improve transparency during the bidding process and in order to minimize the chances of unfair and unjust rejection of sellers during technical evaluation, the bidding module has been revamped to enable representation by sellers and clarifications sought by buyers after publishing of bid and before technical evaluation. Further, the buyers will be required to first choose the document in respect of which the seller is found wanting and then record the reasons for rejection. Moreover, the sellers will be provided at least a 48-hour window to challenge their rejection after technical evaluation and before opening of price bids.

2.12 GeM has provided significant opportunities to MSEs, Women SHGs and Start Ups to transact successfully with Centre, States and various Government agencies & organizations. This has not only boosted the Make in India initiative, but also our policy of promoting local SMEs and providing them with market access. By providing these under-served sellers pan-India market access, an open, fair and transparent system, and by enabling them to leverage the potential of public procurement for their growth. This would lead to the generation of both direct and indirect employment. In FY 2019-20, 61% of all procurement on GeM was sourced from MSMEs, women sellers and startups. MSMEs, who constitute about 40% of the vendor base, contribute over 57% to the Cumulative Gross Merchandise Value on GeM. Further, GeM is in consultation with the Ministry of MSME to onboard and integrate as many of the 92 lakh MSMEs registered in the Udyog Aadhaar Database as possible. Other initiatives include:

- **STARTUP RUNWAY:** A dedicated platform for Startups to list their innovative products under 10 globally recognized Startup subsectors was launched on 15th November 2019.
- **SARAS COLLECTION:** A dedicated portal showcasing daily utility products made by self-help groups (SHGs) was developed in collaboration with the Ministry of Rural Development and launched on 04.05.2020.
- **TRIBESINDIA eSTORE:** A dedicated portal showcasing exquisitely handcrafted tribal handicrafts, textiles, paintings and minor forest produce was developed with TRIFED, Ministry of Tribal Affairs and launched on 27.06.2020.
- **ARTISANS AND WEAVERS:** GeM has initiated the seamless onboarding of nearly 18 lakh artisans and 35 lakh weavers/allied workers with Department of Handicrafts and Handloom, Ministry of Textiles on 17th July 2020. Presently, 39,000 artisans and 1.39 lakh weavers are registered on GeM.
- **WOMANIYA ON GeM:** GeM has launched an initiative to enable women entrepreneurs and women self-help groups (WSHGs) to sell the products manufactured by women to various Ministries, Departments and Institutions. The initiative seeks to develop women entrepreneurship on the margins of society to achieve gender-inclusive economic growth. GeM has specially categorized products such as handicrafts and handloom, accessories, jute and coir products, bamboo products, organic foods, spices, home décor and office furnishings for ease-in-procurement. The initiative aligns with Government's initiative of reserving 3 percent of procurement in Government procurement from within the 25% target from Micro and Small Enterprises owned by women and offers immense potential.

2.13 In order to provide an impetus to the Make in India initiative as part of the vision of “Aatmanirbhar Bharat”, and also to promote local products through the “Vocal for Local” initiative, the Government has made it mandatory for all the sellers on GeM to list the Country of Origin while registering new products. Government organizations on the platform can now see the percentage of local content in various products. Government buyers can use the Make in India filter to see products that match their preferences on local content to encourage self-reliance and boost domestic manufacturing and investment.

2.14 GeM is actively engaging and collaborating with various national and state women organizations for providing training to women entrepreneurs on seller registration, product catalogue management, bid participation, order fulfilment and invoice generation processes. Presently, 56,919 women entrepreneurs are registered as sellers on GeM and they have fulfilled 3,19,804 orders worth Rs 4,641 crores in Gross Merchandise Value (GMV).

2.15 The implementation of the SAHAY platform (referred to as the ‘TReDS second window’ by UK Sinha RBI MSME Committee) and GeM SAHAY can be utilized to provide frictionless financing of working capital for MSMEs on GeM. This will help GeM drive the pillar of inclusivity.

2.16 Integration with 18 banks and 20 ERP systems of CPSEs has been completed. Integration with TReDS has also been completed to ensure seamless transfer of data related to transactions and speed up the payment process to sellers and help their cash conversion cycle for facilitating timely payments and bill discounting.

2.17 Impact/Likely Impact of the Reform including Savings Achieved:

2.17.1 GeM has brought in transparency in public procurement of goods and services and visibility into procurement processes. The Government to Business (G2B) platform offers products and services by a number of sellers wherein all the Government Organisations can procure products and services through a transparent bidding process. This process thus enables competitive pricing and ensures that the government procures more cost-efficiently. An independent assessment of GeM conducted by the World Bank reported that GeM enabled an average savings of 9.75% on the median price for the period between February 2019 and January 2020, with maximum savings in the top five categories ranging from 23.48% to 60.52%. This can be attributed, in large part, to increased participation per bid and better price discovery.

2.17.2 GeM has facilitated efficient transmission of policy intent by implementing the Make in India policy and the MSE policy on its portal and providing impetus to the vision of “Aatmanirbhar Bharat” as also promoting local products through the “Vocal for Local” initiative. These steps have provided increasing support to domestic manufacturing and investment.

2.18 Key achievements:

2.18.1 To fulfil the mandate entrusted by the Government, GeM is continuously striving towards improvements and enhancements of the functionalities on the Portal so that diverse procurement needs of various buyers can be addressed while ensuring the basic principles of ease of procurement, transparency, inclusiveness and efficiency in public procurement. As on December 10, 2020, the platform has surpassed INR 73,757 crore in cumulative transaction value with over 51.9 lakh transactions and has over 48,530 buyers, 8.67 lakh sellers and 3.49 lakh MSEs registered on the portal. It has more than 11,162 product categories with 16.14 lakh products and 174 service categories. It has more than 7,600 Startups, 2,228 Self Help Groups, 4,500 TRIFED members, 1.39 lakh weavers, 39,000 artisans, 56,000 women entrepreneur, 26,000 SC/ST entrepreneurs. The contribution by MSMEs to the cumulative transaction value is over 57%. With 1,27,530 products and 26,000 sellers in COVID – 19 categories, GeM has played a critical role in the procurement of products and services required to fight the COVID-19 pandemic in the country. Since 1st March 2020 till date, 2,97,356 orders of value INR 4564.99 crore have been placed in COVID – 19 categories by various Government Organisations.

2.18.2 A total of 1,490+ software processes have been completed on the platform between August 2019 till October 2020 out of which 290+ are major enhancements and improvements. Another set of 310+ process enhancements consisting of 55 major ones are planned in December 2020. Some of the important features are item wise consignee wise bidding, demand aggregation, price variation clause, installation, testing, commissioning and AMC/CMC bundled with product procurement, staggered delivery, timely payments to sellers as a result of implementation of Payments OM (Auto PRC / CRAC / notifications etc.), facility of publishing bids for goods and services on GeM in case of non-availability or partial availability of products and services, adding new specifications to categories at the time of creating bids, uploading drawings/ scope of work in bids, rating of sellers by including the feedback of buyers and consignees apart from the transaction history on the platform and one-time caution money deposit for sellers for purchase upto INR 5 lakh in order to deter sellers from declining/ refusing orders in the Marketplace.

3. FUTURE IMPACT

3.1 GeM is well on its course to realizing the vision of the Government expounded in paragraph 48 of the budget speech for FY 2020-21 for creating a Unified Procurement System in the country for providing a single platform for procurement of goods and services. In addition, GeM has initiated the process of stakeholder consultations for bringing procurement of works onto GeM through standardisation of the bidding Documents and its tech tool – the RFP Builder.

3.2 GeM is in the process of using state-of-the-art technologies to introduce new, higher level processes and functionalities that will increase the usability and transparency on the portal and impart the necessary technological and operational preparedness to make GeM a global platform. Further steps are planned across the following key areas, viz., (i) Adoption of Artificial Intelligence and advanced analytics across major business processes and functionalities (ii) Use of Hyper Ledger technology for smart contracts and for ensuring traceability and authenticity in the digital supply chain (iii) Launch of quality framework (iv) Natural Language Processing (NLP) based Search Engine for effective and efficient search (v) AI based procurement planning and monitoring tools for monitoring historical progress as well as enabling predictive analysis and forecasting (vi) an automated dashboard to be made available to the Ministries and buyers to monitor the GeM Utilization ratio in terms of procurement made from GeM vis-à-vis the procurement that was possible to be made from GeM at any point to time; (vii) To combat bid manipulation, price insanity, anomalous buying behavior, buyer seller collusion, and other cases of anomalous procurement, building a Fraud and Anomaly Management engine, employing advanced AI & analytics, and rule based logic to identify, track, analyse and report potential cases of fraud and/or anomalies that might take place on the platform (viii) improvement of User Interface/ User Experience (UI/ UX) on the platform (ix) introduction of Robotic Process Automation tools for automating the evaluation of Pre-Qualification criteria and technical qualification criteria to make recommendations to buyers (x) introduction of technology driven advanced analytic and business intelligence tools for market sanity (xi) Lightweight Directory Access Protocol (LDAP) integration with NIC to authenticate government buyers (xii) mobile Apps for buyers and sellers to provide ease of access (xiii) integration with ERP systems of Railways and CPSE buyers to allow bids to be created seamlessly on GeM from within their ERP systems (xiv) onboarding of technology products developed indigenously by R&D institutions of the Country.

The above measures shall play a critical role in realizing the vision of GeM to become a fair, just, easy to use, transparent and efficient e-commerce platform that can redefine the public procurement landscape in India.

4. ANNEXURES

Annexure A: KEY GROWTH STATISTICS OF GEM (AS ON 10.12.2020)

METRIC/STATISTIC	FY 16-17	FY 17-18	FY 18-19	FY 19-20	FY 20-21	CUMULATIVE
No. of Orders Placed	6,284	3,72,626	13,33,911	21,81,890	12,95,817	51,90,528
Order Value (INR - Cr.)	422	5,989	17,462	23,002	18,576	65,451
No. of Unique Products Sold	3,364	1,80,638	4,59,197	6,60,713	5,33,374	13,26,504
No. of Total Products Sold	6,275	3,79,538	15,64,275	26,74,238	16,19,541	62,43,867
No. of Organization Registered (Cumulative)	2,317	21,222	35,074	44,882	48,530	48,530
No. of Sellers/Service Providers (Cumulative)	4,345	88,021	2,10,873	3,52,763	8,67,158	8,67,158
Order Value (INR - Cr.) by State/UTs	167	2,594	9,241	11,310	9,275	32,587
Order Value (INR - Cr.) by Central Organizations	252	3,281	8,050	11,451	9,163	32,197
No. of MSE Sellers (Cumulative)	2,438	20,228	54,733	96,653	3,49,074	3,49,074

Annexure B: TOP 5 MINISTRIES, STATES/UTS AND CATEGORIES TRANSACTED ON GEM

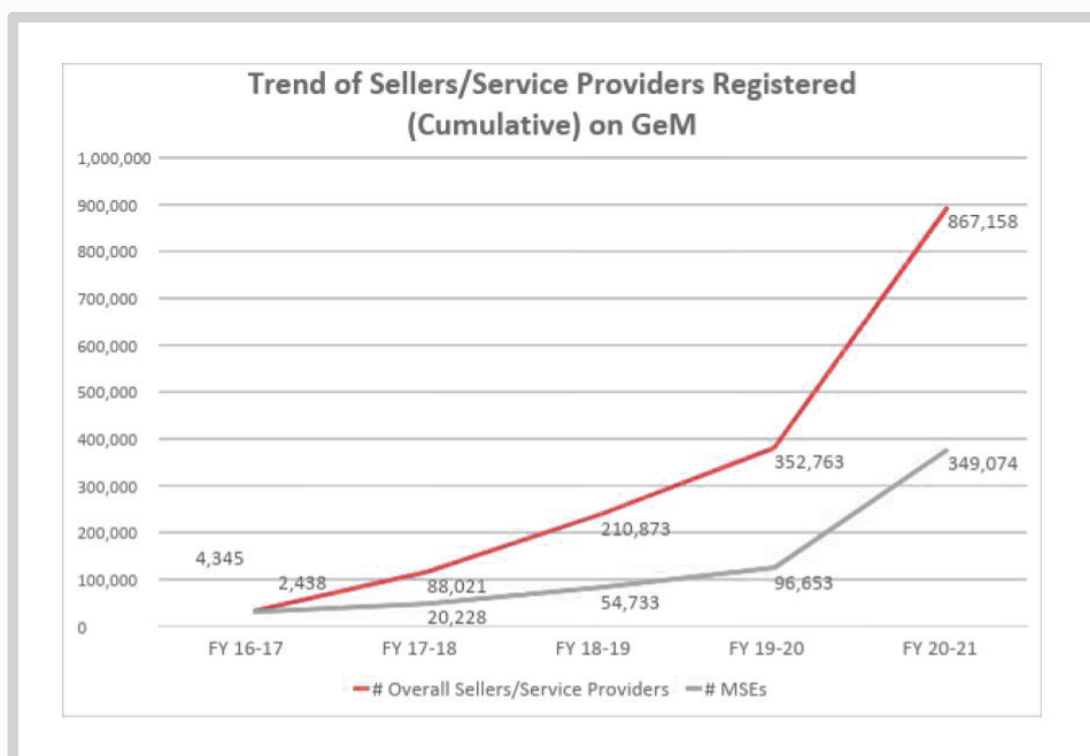
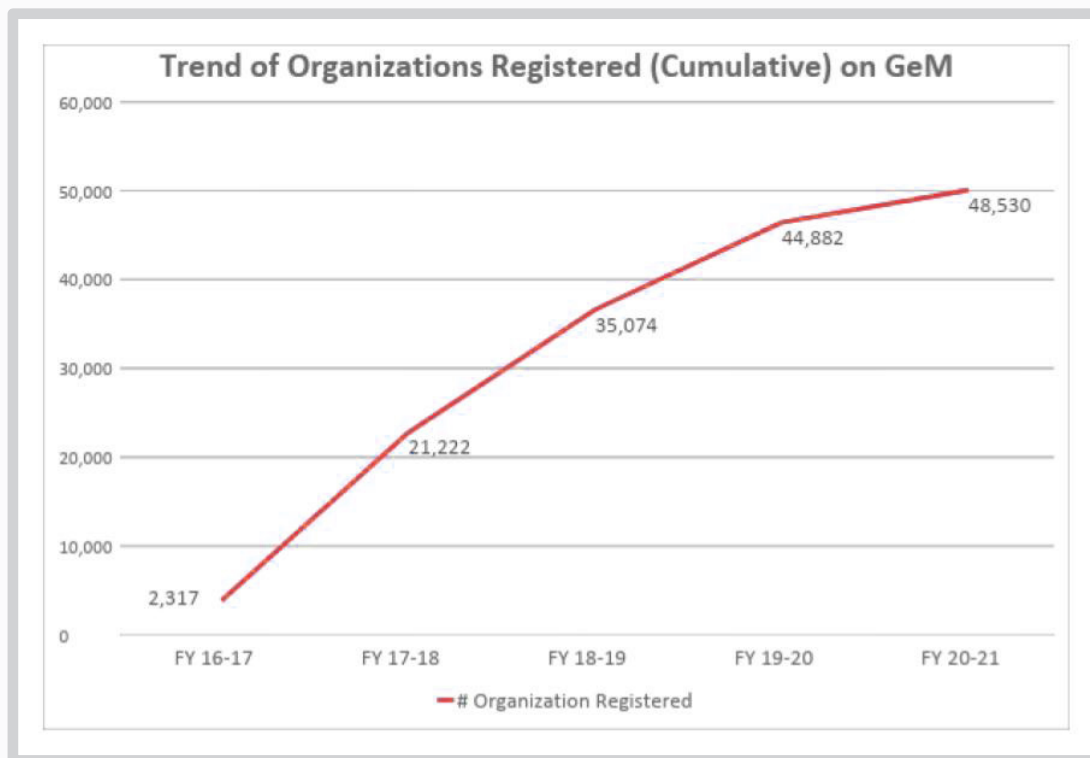
MINISTRY	ORDER VALUE (INR CR.)	STATE/UT	ORDER VALUE (INR CR.)	CATEGORY	ORDER VALUE (INR CR.)
Ministry of Defence	7,654	Uttar Pradesh	7,161	Computers	6,968
Ministry of Home Affairs	5,848	Gujarat	3,270	Passenger motor vehicles	5,293
Ministry of Human Resource Development	2,271	Madhya Pradesh	3,206	Manpower resource outsourcing service	5,240
Ministry of Railways	1,999	Delhi	2,685	Automobile	2,407
Ministry of Electronics and Information Technology	1,752	Maharashtra	2,327	Office furniture	2,221

Annexure C: KEY GROWTH STATISTICS OF GEM (AS ON 10.12.2020)

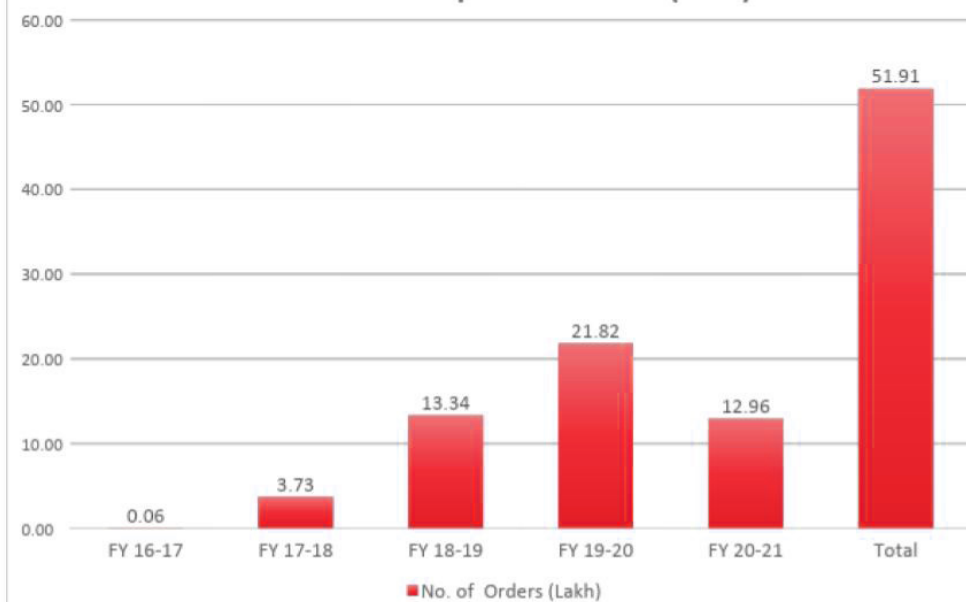
STATISTIC	STATUS AS ON APR. 1, 2019	STATUS AS ON AUG. 1, 2019	STATUS AS ON DEC. 1, 2019	STATUS AS ON APR. 1, 2020	STATUS AS ON AUG. 1, 2020	STATUS AS ON DEC. 1, 2020	% INCREASE / DECREASE (FROM DEC 1, 2019 – DEC 1 2020)	% INCREASE / DECREASE (FROM AUG 1, 2019 – DEC 1 2020)	CAGR FOR THE PERIOD (FROM AUG 1, 2019 – DEC 1, 2020)
Total Orders	17.13 Lakh	21.54 Lakh	28.58 Lakh	38.95 Lakh	42.95 Lakh	51.3 Lakh	79%	138%	92%
Total Order Value	23,873 Cr.	29,171 Cr.	36,225 Cr.	46,875 Cr.	52,468 Cr.	64,759 Cr.	79%	122%	82%
GMV	27,860 Cr.	33,008 Cr.	39,851 Cr.	51,596 Cr.	57,978 Cr.	73,247 Cr.	84%	122%	82%
Value wise Share of MSME Sellers	53%	53%	55%	56%	58%	58%	5%	9%	7%
Daily Average Order Value*	48Cr.	43 Cr.	51 Cr.	63Cr.	51 Cr.	73 Cr.	43%	70%	49%
Daily Average No. of Orders *	3,655	3,623	4,700	5,978	3,717	5,069	8%	40%	29%
Total Product Categories	3,142	3,523	4,822	5,605	7,350	10,855	125%	208%	133%
Total Service Categories	67	114	120	118	130	174	45%	53%	37%
Total Buyer Organisations	35 Thousand	37 Thousand	41 Thousand	44.8 Thousand	46.2 Thousand	48.3 Thousand	18%	31%	22%
Total Sellers/ Service Providers	2.11 Lakh	2.54 Lakh	3 Lakh	3.53 Lakh	4.28 Lakh	8.61 Lakh	187%	239%	150%
MSME Sellers/ Service Providers	55 Thousand	64 Thousand	79 Thousand	97 Thousand	119 Thousand	347 Thousand	339%	442%	256%
Total Start Ups	2,704	3,439	4,559	5531	6,639	7,598	67%	121%	81%
Total Female Sellers	4,200	7,615	9,680	12,172	15,807	56,828	487%	646%	353%
Daily Average Seller Registration*	342	354	369	390	609	2082	464%	488%	279%
Daily Average Women Seller Registration *	12	12	14	16	31	183	1207%	1425%	676%

* Average has been calculated for that Financial Year till the status date

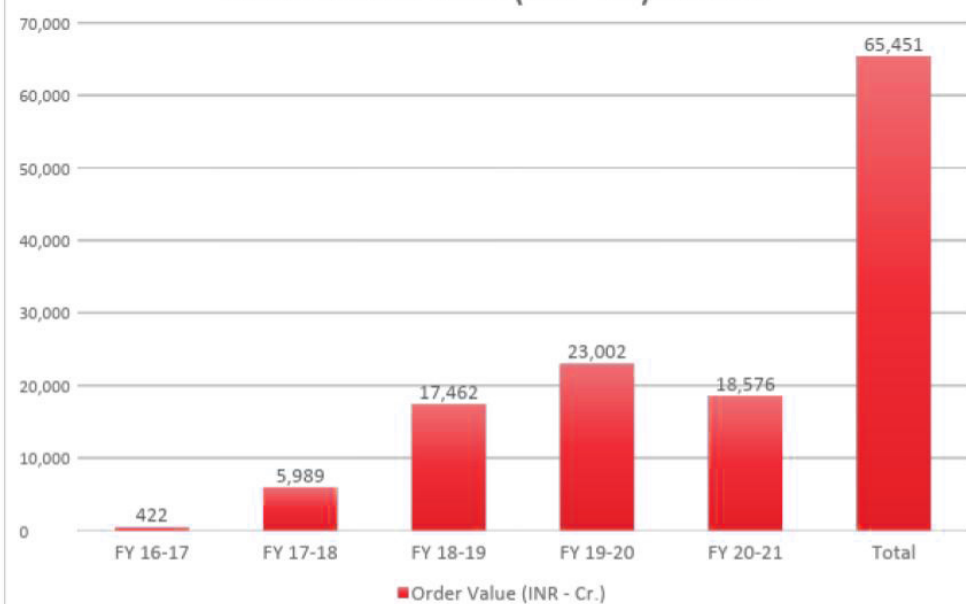
Annexure D: KEY TRENDS OF GEM SINCE INCEPTION

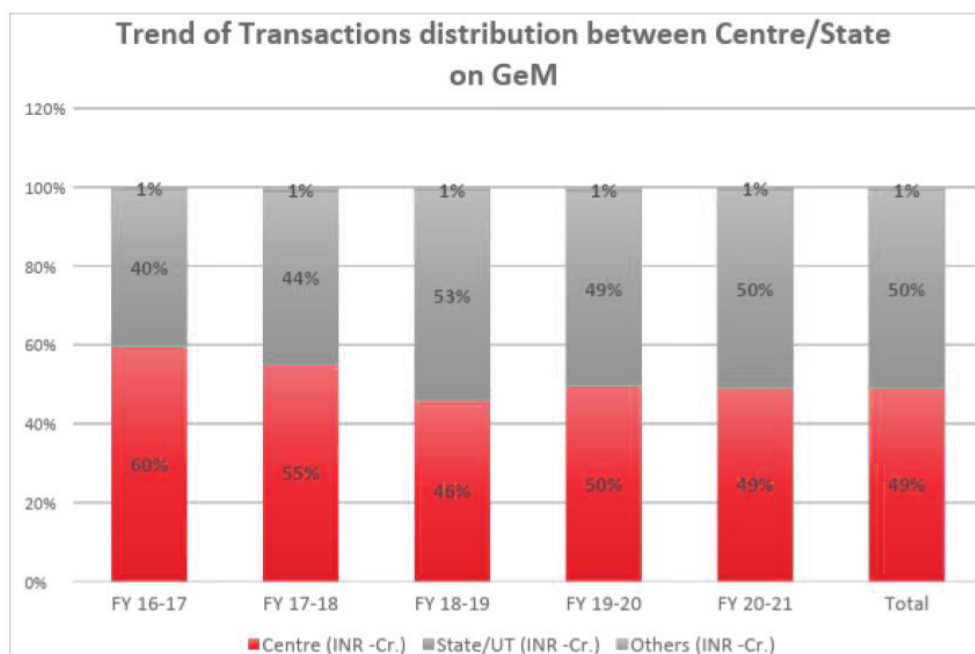
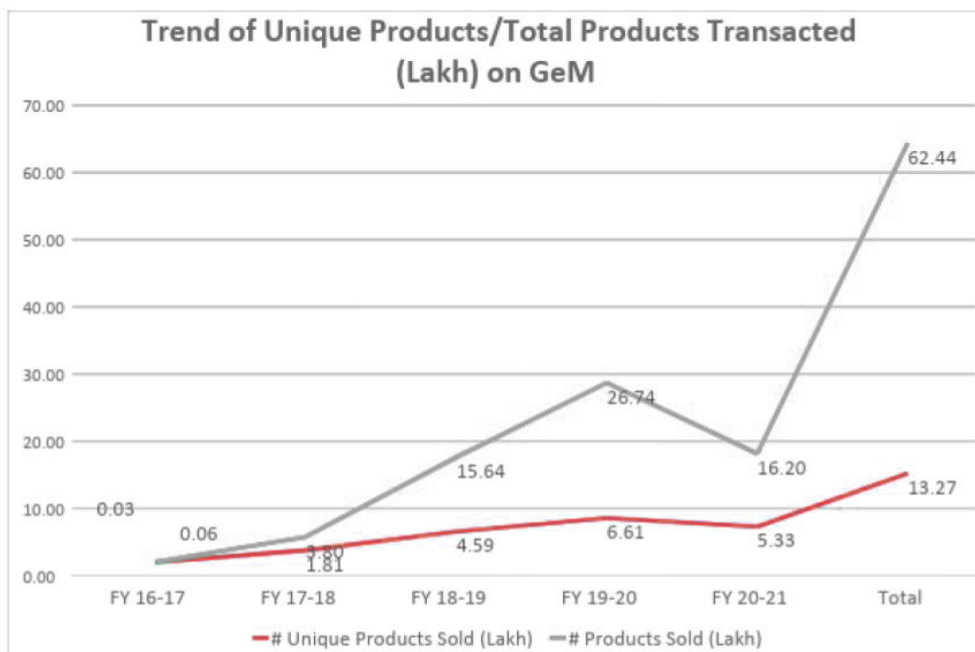


Trend of orders placed on GeM (Lakh)



Trend of Order Value (INR – Cr.) on GeM





5. TESTIMONIALS

5.1 Seller Testimonials:

During the lockdown period, when the entire world was passing through the pandemic of COVID-19, GeM became a boon by supporting the MSME and other companies and bringing all the government buyers and suppliers to the online unified portal for the procurement of the goods and services. GeM uses modern technology and provides a single-window facility to do business at your doorstep with government buyers. Hence the GeM is a boon to suppliers & buyers as well. The platform is a dynamic online marketplace and it lays down a standardized process with definite timelines for order fulfilment and provides both buyers and sellers with the functionality to track the order fulfilment process.

THANKS to the GeM and to the Government for offering a transparent and efficient platform for business from SGS.

Manjeet Singh

SGS Herbals Pvt. Ltd.
New Delhi

GeM has made the procurement process very smooth, transparent and efficient. Moreover, GeM has facilitated seamless process flow and helped Sellers to achieve Govt Businesses. It has also taken away the burden of Buyers from checking lengthy Tender Documents, verification of Seller documents and various conditions associated with it. Due to standardization of specifications, terms & conditions of GeM, which is obligatory on both Seller as well as Buyer, very few or nil disputes arise.

Ms. Shailu Chouhan

Proprietor
TECHNICAL SYSTEMS

We, Apposite Technical Services Pvt. Ltd. want to thank GeM portal which gave a chance to grow our business. GeM acts as a great enabler for start-up resellers to reach different markets with their quality products. GeM has excellent customer service members who help us at every step for the issues faced in day to day functioning.

Kaushal Kishore Sinha

ATS Pvt. Ltd.
New Delhi

5.2 Buyer Testimonials:

The GeM portal has provided a convenient and transparent gateway for procurement of Goods and Services for the Department of Institutional Finance & State Lottery. The prices offered are competitive and reasonable. It takes lesser time as compared with earlier procurement mode, besides its more convenient and user friendly and gives lots of relief to buyers in public procurement. We wish all the best and expect more conveniences from GeM in coming time. Keep up the good work.

Allen V. L Pundir

Asst. Director,
Institutional Finance & State Lottery, Govt of Mizoram.

I humbly term this nothing less than a revolution. Our organization has wholly adopted this interface owing to the ease of usage, consistent availability of items, al-a-carte pricing, committed delivery and transparency in the procurement process. The platform has been the sole provider in terms of delivery of high-quality products in record time across all armed forces hospitals.

Major General SS Bhatia

VSM Addl DG AFMS (E&S)

First in the industry, GAIL has successfully placed an order for procurement of API Grade Linepipe worth Rs. 341 Cr for one of its projects through Government e-Marketplace (GeM) Portal. The procurement cycle was completed hassle-free within a record time even after conducting Reverse Auction. The GeM team partnered GAIL for a successful award of first Line pipe tender through GeM portal and extended their full support during this procurement process. This is the biggest order of GAIL on the GeM portal so far. Further, to maximize procurements on the GeM portal and for better user experience in doing smooth transactions, GAIL has aligned its policy and procedures with GeM.

KRM Rao

Executive Director (C&P)
GAIL (India) Limited