UNNAT BHARAT ABHIYAN CELL

Sardar Vallabhbhai National Institute of Technology, Surat

Presentation on: GeM – Government e-Marketplace

GeM
Government
e Marketplace

Efficient • Transparent • Inclusive

Presentation created by

- Team Saathi (Government Schemes Implementation), UBA Cell, SVNIT, Surat

- **Source:** GeM Website

- Link: https://gem.gov.in/

INTRODUCTION OF GEM

- Hon'ble Prime Minister, based on recommendations of the Group of Secretaries, decided to set up a dedicated e market for different goods & services procured by Government Organisations / Departments / PSUs.

- This meant transforming Department of General Supply & Goods (**DGS&D**) to a digital ecommerce portal for procurement and selling of goods and services.

- To affect an evolution in public procurement promoting a transparent, efficient and inclusive marketplace.

  - **The Mission Coordinator: Department of Commerce, Ministry of Commerce and Industry and Ministry of Micro, Small and Medium Enterprises**

INTRODUCTION OF GEM

- As owner of the National Public Procurement Portal (section 8 Company registered under the companies Act, 2013), GeM SPV (Special Purpose Vehicle) builds, operates and maintains the GeM platform.

- GeM is National Public Procurement Portal provides an end-to-end online Marketplace for Central and State Government Ministries / Departments, Central & State Public Undertakings (CPSUs & SPSUs), Autonomous institutions and Local bodies, for procurement of common use goods & services in transparent and efficient manner.
- Goods & Service
- Buyer & Seller

GeM: Seller / Service Provider

- **"SELLER / SERVICE PROVIDER" on GeM shall mean any legal entity such as firm(s)** of Proprietorship / Partnership Firm / Limited Liability Partnership / Private Limited / Limited company / Society registered under Society's Act / Statutory Bodies etc., registered on GeM to sell its Good(s) / Service(s) to the Buyers registered on GeM.

- The "Seller on GeM" will be either OEM (Original Equipment Manufacturer*) or Seller having authorization to sell products manufactured by the OEM in open market.

- Seller can offer any number of products.
- **New Product polishing, must have Indian Standard Certification Number and Date.**

GeM: Seller / Service Provider

- **Primary User:** Only Director (s) / Partner (s) Proprietor (as applicable) are authorized to become Primary User and register any legal entity on GeM as Seller.
- **Secondary User:** Once Seller/Service Provider is registered and account is created on GeM, the Primary user of the Seller/Service Provider can create Secondary User
- Accounts within Seller/Service Provider Organization with different Roles and Responsibilities.
- **Contract:** The purchase order created / issued by the Buyer on GeM for supply of Goods / Services in electronic form which includes scope of supply, delivery instructions and specifications etc.
- **The Primary / Secondary Users of Sellers, offering Goods/Services and/or participating in e-Bidding / Reverse Auction on GeM.**

GeM: Seller / Service Provider

- The Seller must offer its **best possible lowest price** on GeM and undertake that it would not sell or offer to sell the same product outside GeM in comparable quantity on similar terms and conditions at a price equal to or lower than Offer Price on GeM.
- In case any such infringement by Seller is noticed, the Seller shall be liable to be removed / debarred from the GeM.
- **Listing of Goods / Services in irrelevant / inappropriate categories is strictly prohibited.**

WHY SELLING ON GEM ?

- Access to National Public Procurement market
- No charges or fee for getting registered
- Special provisions and sections for startups, MSMEs and Emporium products
- Fully online, paperless and contactless platform
- A list of prerequisites for the seller registration has been made available so that it becomes a guide to the seller during registration https://gem.gov.in/support/sellers/?lang=english
- Brand application and brand approval process has been revamped for sellers
- Multiple invoice for single order
- Easy access to participate in bids/reverse auction

WHY SELLING ON GEM ?

- Clock has been enabled in RA to display remaining time for seller participation
- Online grievance redressal mechanism for quick resolution
- All sellers will be shown reasons for rejection
- Seller friendly dashboard for monitoring supplies & payments
- Business Cockpit has been enhanced with additional parameters in existing report as well as new chart widgets based on OEM and MAIT recommendations
- Seller belonging to North East states and J & K are exempted from ITR at the time of bid participation
- Dynamic Pricing- Price can be changed based on market conditions
- Direct access to Government departments and their organizations.

GeM Exclusive: Startup Runway 2.0

- Startup Runway 2.0 is an opportunity for Startups to showcase their innovative products and services to Government buyers and engage in public procurement. GeM has created a dedicated marketplace category for all Startups to list their products and services, irrespective of their DPIIT-certification. Startups can list multiple products and services with minimal technical specifications and sell their products to Govt buyers under 13 globally recognized Startup sub-sectors, namely:
- Advanced Manufacturing and Robotics, Advertising [AdTech], Agriculture (AgTech and New Foods), Artificial Intelligence, Big Data and Analytics, Augmented/ Virtual Reality, Blockchain, Clean Tech/ Renewables, Consumer Home Electronics (+Wearables, Smart Devices), Cyber security, Education Tech (EdTech), Fintech, Health and Life Sciences and WaterTech.
- The platform offers Startups all the marketplace functionalities that are available to regular sellers and the objective is to spur "MAKE IN INDIA" procurement from India Startups.

GeM Exclusive: Womaniya

- "Womaniya" initiative seeks to showcase products made by women entrepreneurs and women self-help groups [WSHGs], and spur Women entrepreneurship by aligning them with opportunities to sell their products to various Government ministries, departments and institutions.
- 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.
- Womaniya aligns with Government's initiative of reserving 3 percent in public procurement from women MSME entrepreneurs and this offers immense potential for procurement.

GeM Exclusive: Womaniya

- GeM is collaborating with various stakeholders from the Micro, Small and Medium Enterprises [MSME] ecosystem with special focus on entrepreneurs from the Scheduled Caste/ Schedule Tribes [SC/ ST].
- The partnership is based on the objective of achieving the mandatory procurement goal of **25 percent from MSMEs** and a sub target procurement of **4 percent goods and services from MSME entrepreneurs within SC/ ST communities**, by all government departments and public sector enterprises [PSE].
- This initiative seeks to encourage active participation of MSE sector in public procurement

GeM Exclusive: The SARAS Collection

- Presenting" The SARAS Collection" ...a pristine handcrafted collection of handicrafts, handloom textiles, office décor, furnishings, accessories, event souvenirs, personal hygiene and care products from top of the line SHGs in India.

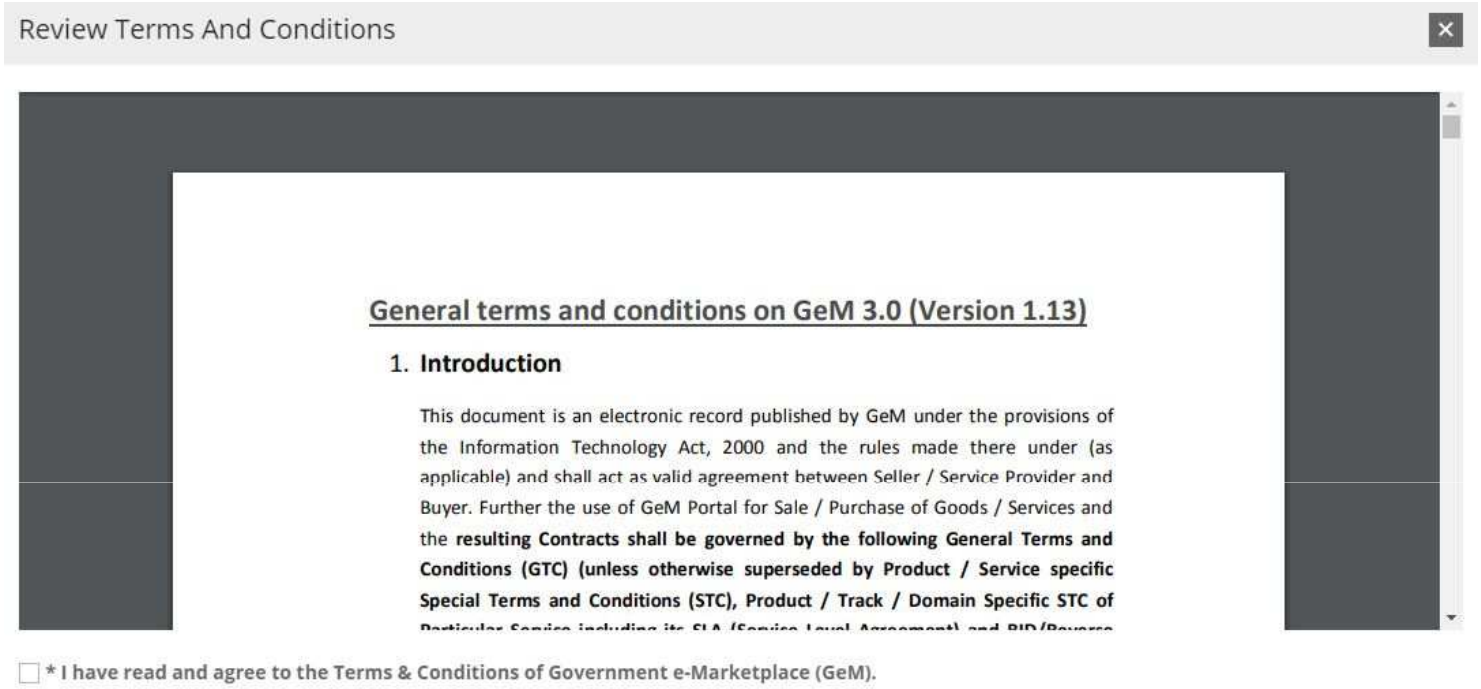
- Social inclusion is one of the core values at GeM and we are focused on ensuring participation of women entrepreneurs, self-help groups, artisans, weavers and micro entrepreneurs who face challenges in accessing government markets.

SELLER : REGISTRATION ON GEM

- **Step 1: Click on Sign Up**

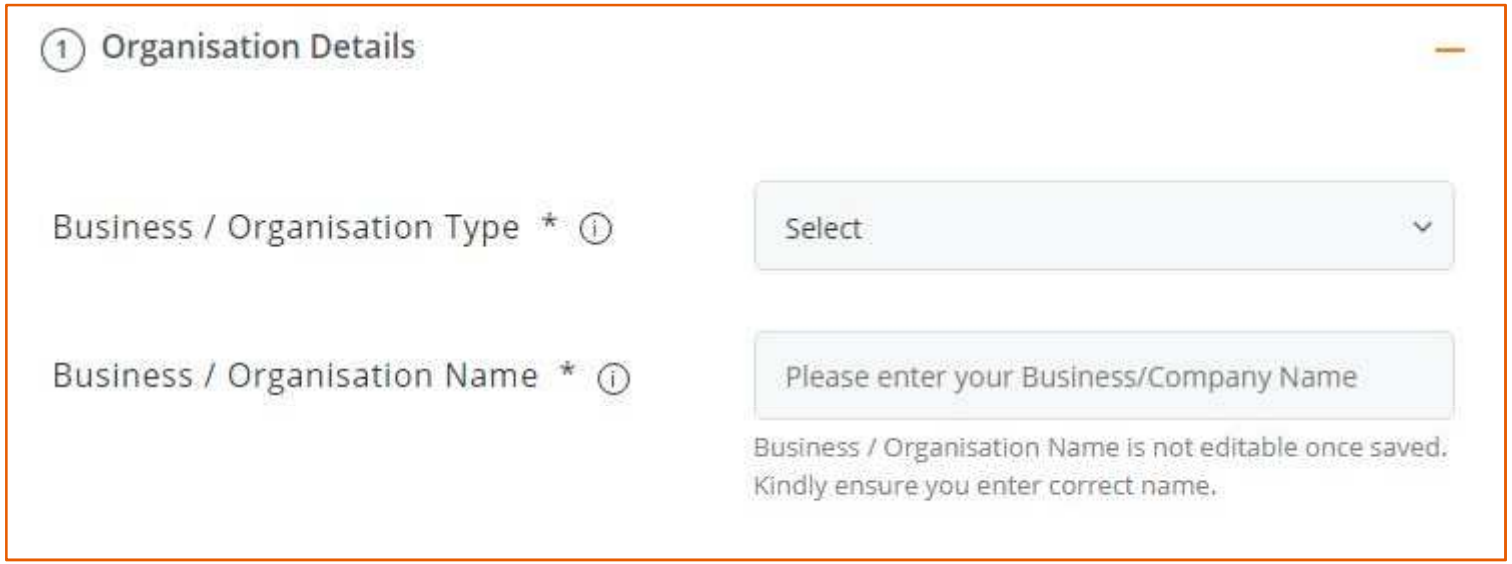
- **Step 2: Click on Seller, click on Review Terms & Condition, please read all Terms & Conditions of GeM and**

SELLER : REGISTRATION ON GEM



- **Step 3: Read & Study the Terms & Conditions of GeM and Tick mark on I agree Terms & Conditions of Government e-Marketplace (GeM)**

SELLER : REGISTRATION ON GEM



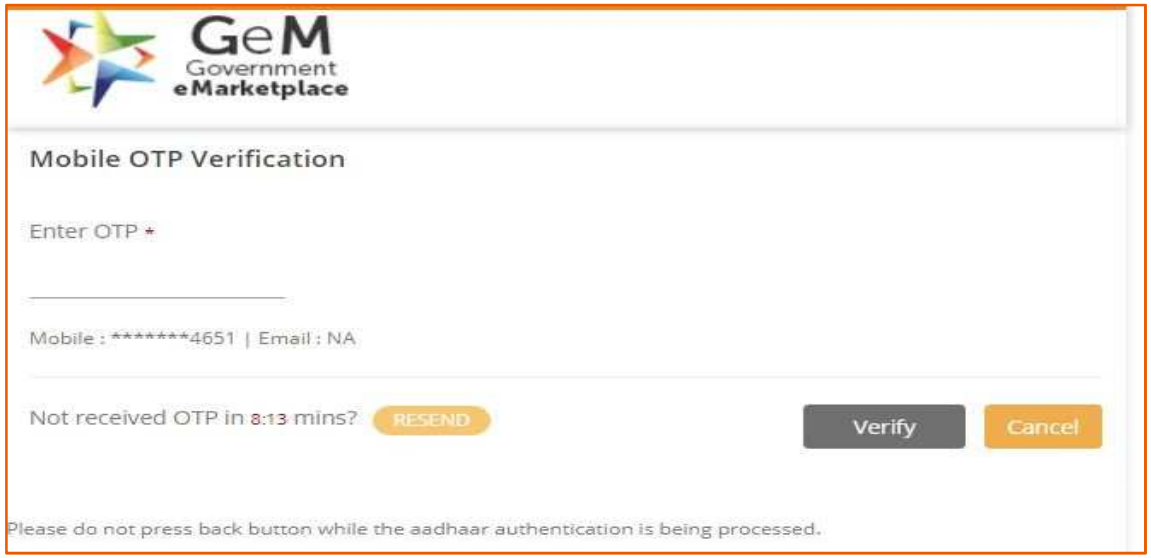
- **Step 4: Fill the required details: Business type and Name and click on NEXT**

SELLER : REGISTRATION ON GEM

- **Step 5: Choose one option from Aadhaar or Personal PAN for Personal Verification.**

- **Step 6: If Aadhaar is selected: Entre your Aadhaar number and Mobile number and then click on verify. Fill the OTP number on verification window.**
- **Or if Personal PAN number is selected, entre PAN number, Name as in PAN Card and Date of birth.**

SELLER : REGISTRATION ON GEM



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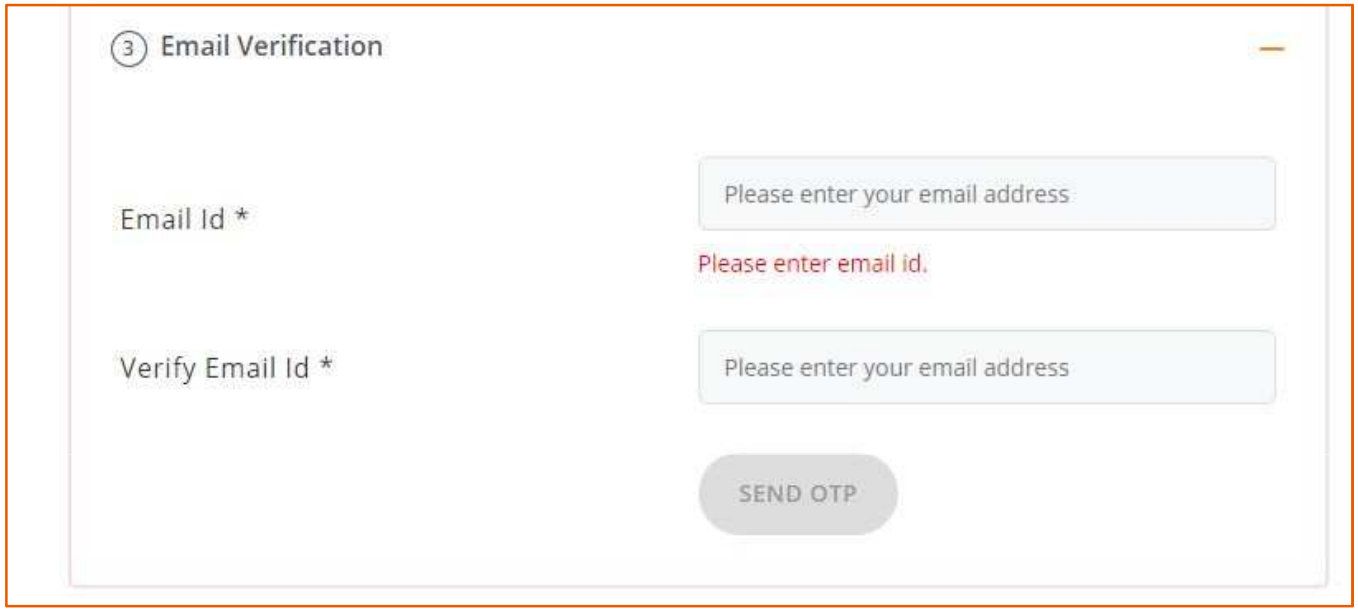
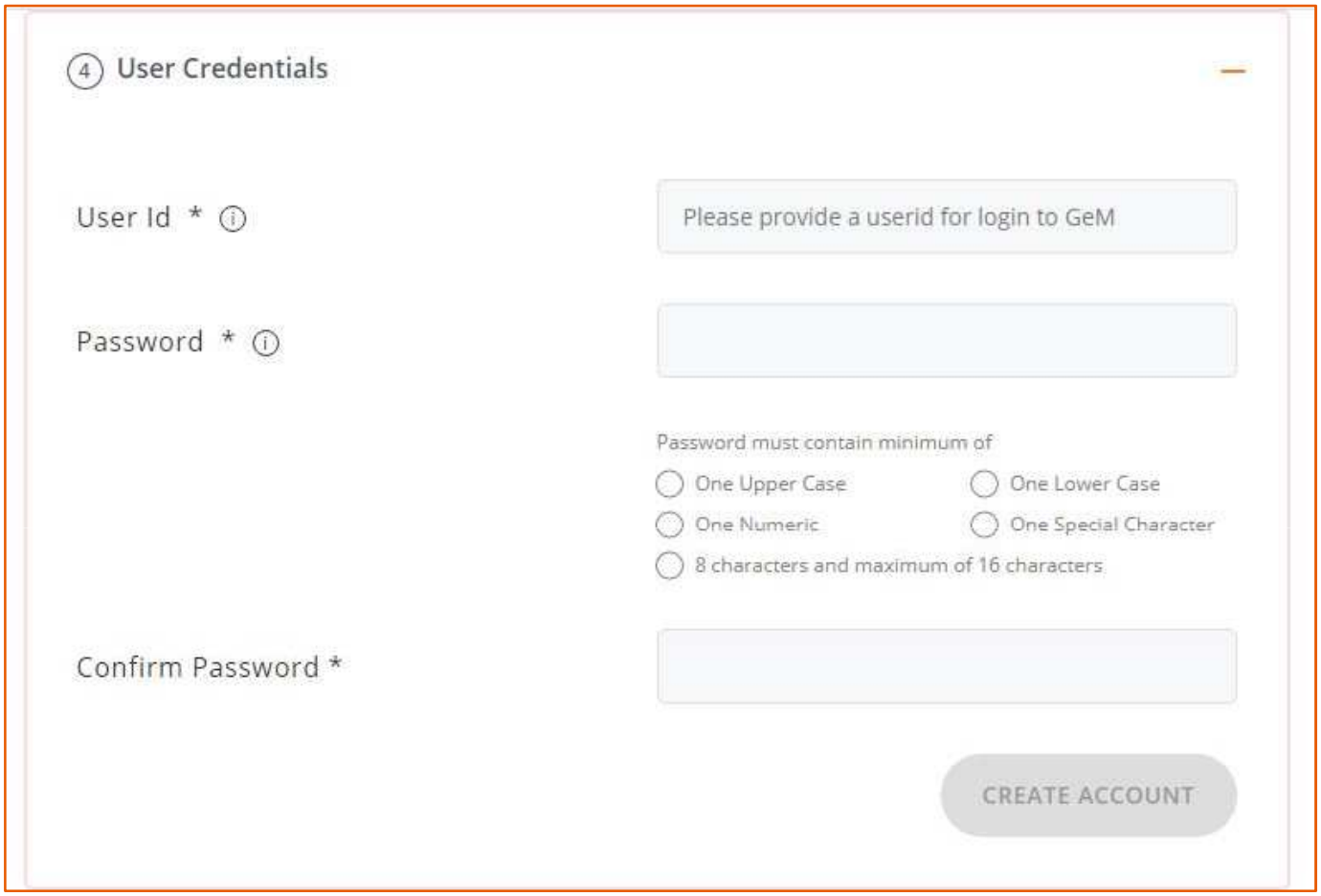


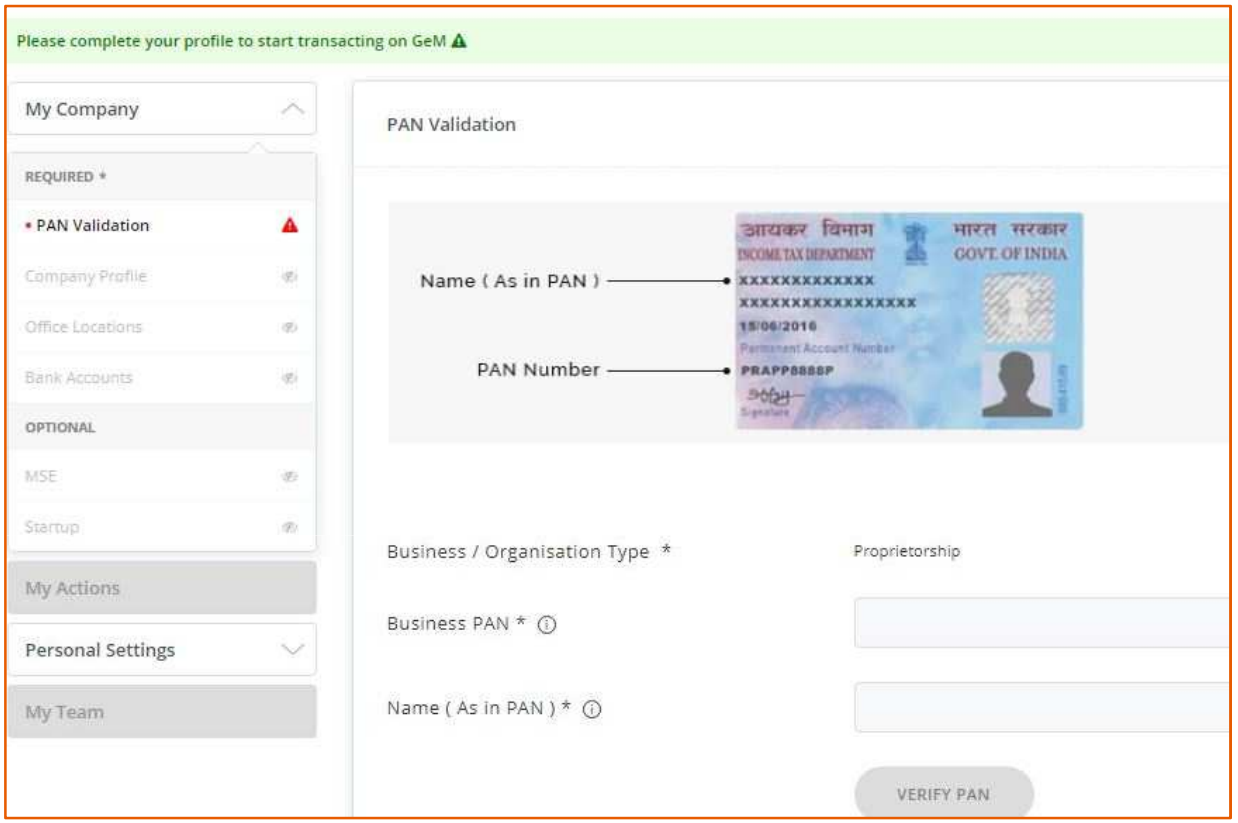
Step 7: Entre your Email ID and Verify by entering OTP (Which Mailed to Your Mail Inbox) and Verify.

SELLER : REGISTRATION ON GEM



Step 8: Choose your ID for Seller Account and Make your Password and Create Account.

SELLER : REGISTRATION ON GEM



Step 8: Verify Your PAN Account.

Step 9: Fill data of Company Profile.

Step 10: Fill the Office Location.

Step 11: Fill the Bank Account details & Start Selling your Products / Services on GeM

WHY BUYING ON GEM ?

- Provide transparency and ease of buying
- Offers rich listing of products for individual category of goods/services
- Direct purchase for amounts upto INR 25000
- L1 purchase fro amounts greater than INR 25000 and less than INR 5 Lakhs
- Proprietary Article Certificate Bid- Procurement of specific product as per requirement
- Price Trends and Price Comparison From Multiple Suppliers
- Direct notifications to sellers
- Integrated Payment System
- Easy to comprehend interface to search, compare, select and buy
- User friendly dashboard for monitoring supplies and payments

WHY BUYING ON GEM ?

- Online grievance redressal mechanism for quick resolution
- Float bid among population of 3 lakhs sellers
- Buyers can now select bid duration between 10 & 21 days.
- Delivery period upto 180 days
- Option to provide multiple consignee locations and quantity
- Multiple consignee can be selected for Services
- Pin-code based seller selection for Direct Purchase Mode
- ATC library available for addition of terms and conditions
- Additional Deductions can be applied by buyers at the time of bill generation
- Notification to buyers regarding:
- expiry of DP (Delivery Period) for the contract
- Initiation of cancellation of contract in case of non-delivery by sellers

WHY BUYING ON GEM ?

- Buyer during technical evaluation can make a MSE seller eligible or ineligible for MSE purchase preference.
- Now buyers get the option to cancel the Product contract(s) even if the invoice has been generated by seller provided 15 days have expired from delivery period.
- 11 Banks have enabled GeM Pool Account
- To improve fair participation in Bid / RA, GeM now ensures that at least 3 sellers have participated and offered products from at least 2 different OEMs.In case buyer wants to proceed with less than 3 Resellers or two OEMs/Brand, they have to upload approval from Competent Authority

BUYING ON GEM ?

- Buyer Registration on GeM is divided in two categories:
- **a. Primary User: In GeM , the Primary User is as under:**

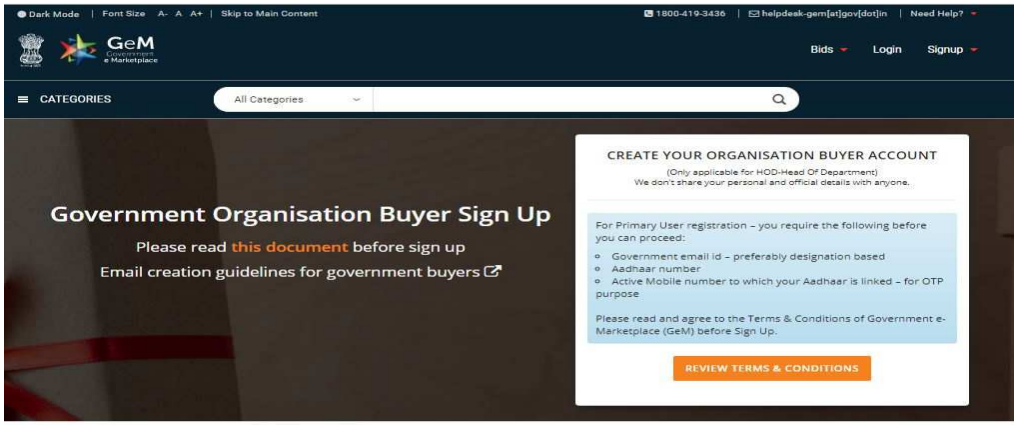
- **I.** Any officer of Central / State Government / PSU / Autonomous Bodies /Local Bodies / Constitutional Bodies / Statuary Bodies at the level of Deputy Secretary of the Government of India or equivalent.

- II. Head of the Office at Sub Centre / Unit / Branch, can Register his / her organization / unit on GeM portal as Primary User.

BUYER : REGISTRATION ON GEM

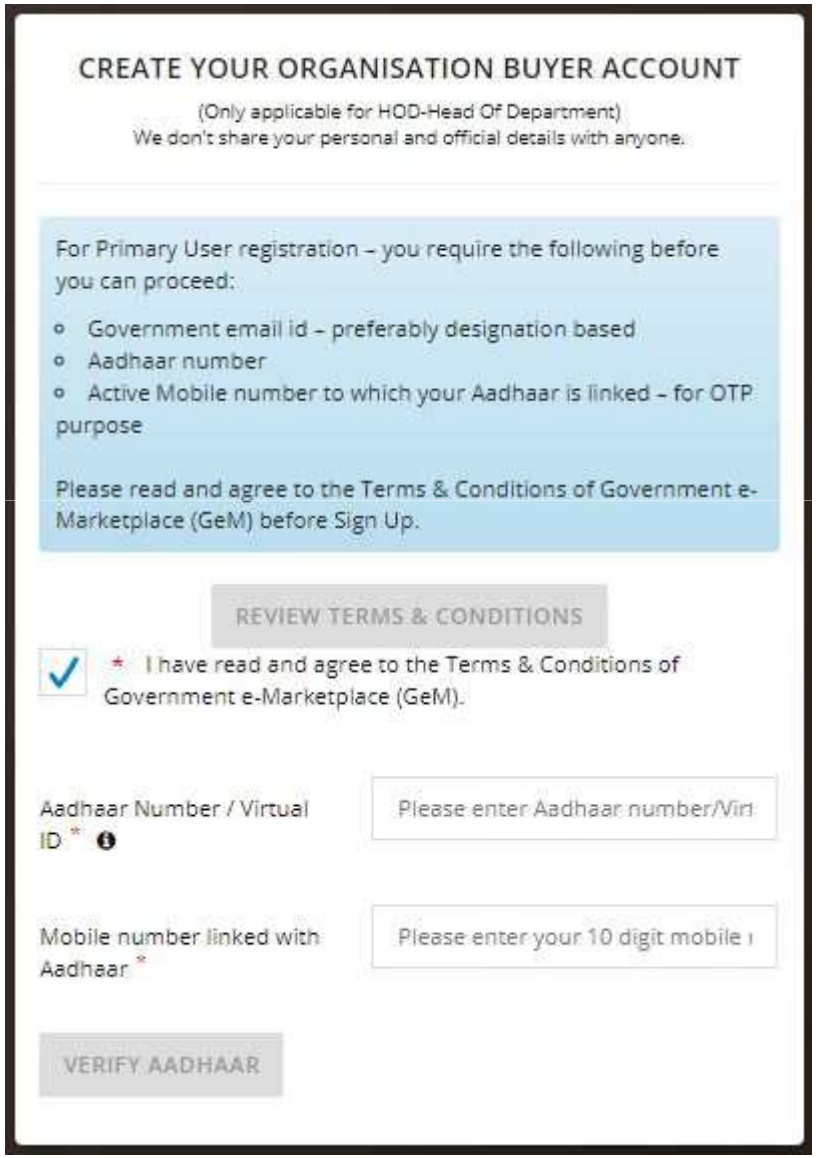
- **Step 1: Click on Sign Up**

- **Step 2: Click on Buyer click on Review Terms & Condition, please read all Terms & Conditions of GeM and**



Why Buy On GeM?

BUYER : REGISTRATION ON GEM



- **Step 3: Read & Study the Terms & Conditions of GeM and Tick mark on I agree Terms & Conditions of Government e-Marketplace (GeM)**

- **Step 4: Entre your Aadhaar Number & Mobile Number and Verify with OTP.**

BUYER : REGISTRATION ON GEM

- **Step 4: Select your Organisation type**
- **Step 5: Select your Department**
- **Step 6: Write your Office Location / Zone name**
- **Step 7: Write Email address and verifywith help ofOTP sent in Inbox of mail.**
- **Step 8: Type your GeM Buyer User ID and Make your Password**

ROLE OF UNNAT BHARAT ABHIYAN PARTICIPATING INSTITUTE

- **Step 1:** Study the GeM Portal Website and understand the process of Selling & Buying on GeM.
- **Step 2:** Spread awareness among Rural Entrepreneur and Artisans to register themselves on Udhyog Aadhar and encourage and work with them for registration using GeM Portal for business development.
- **Step 2:** Work with Gram Panchayat & Taluka Pnachayat / District Panchayat Department for using of GeM Portal in all adopted UBA Village cluster.

For more details visit GeM Portal Website:

https://gem.gov.in/

Email: helpdesk-gem@gov.in

Ph: 1800 419 3436

The details are also available in following document:

1. Annexure I GTC_on_GeM_3.0_v1.13

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THANK YOU

UNNAT HO !!!