



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**

CREATE YOUR ORGANISATION SELLER ACCOUNT

We don't share your personal and official details with anyone.

Welcome to Registration process for Government e Marketplace

Before you initiate your registration, please read the pre-requisites by clicking [here](#)

Registration on GeM should be done by an authorized person (Director of the organisation or a Key Person). Please read and agree to the Terms & Conditions of Government e-Marketplace (GeM) before Sign Up.

[REVIEW TERMS & CONDITIONS](#)



SELLER : REGISTRATION ON GEM

Review Terms And Conditions ✕

General terms and conditions on GeM 3.0 (Version 1.13)

1. Introduction

This document is an electronic record published by GeM under the provisions of the Information Technology Act, 2000 and the rules made there under (as applicable) and shall act as valid agreement between Seller / Service Provider and Buyer. Further the use of GeM Portal for Sale / Purchase of Goods / Services and the **resulting Contracts shall be governed by the following General Terms and Conditions (GTC) (unless otherwise superseded by Product / Service specific Special Terms and Conditions (STC), Product / Track / Domain Specific STC of Particular Service including its SLA (Service Level Agreement) and BID/Buyers**

* I have read and agree to the Terms & Conditions of Government e-Marketplace (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

① Organisation Details

Business / Organisation Type * ⓘ

Business / Organisation Name * ⓘ

Business / Organisation Name is not editable once saved.
Kindly ensure you enter correct name.

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



SELLER : REGISTRATION ON GEM

② Personal Verification

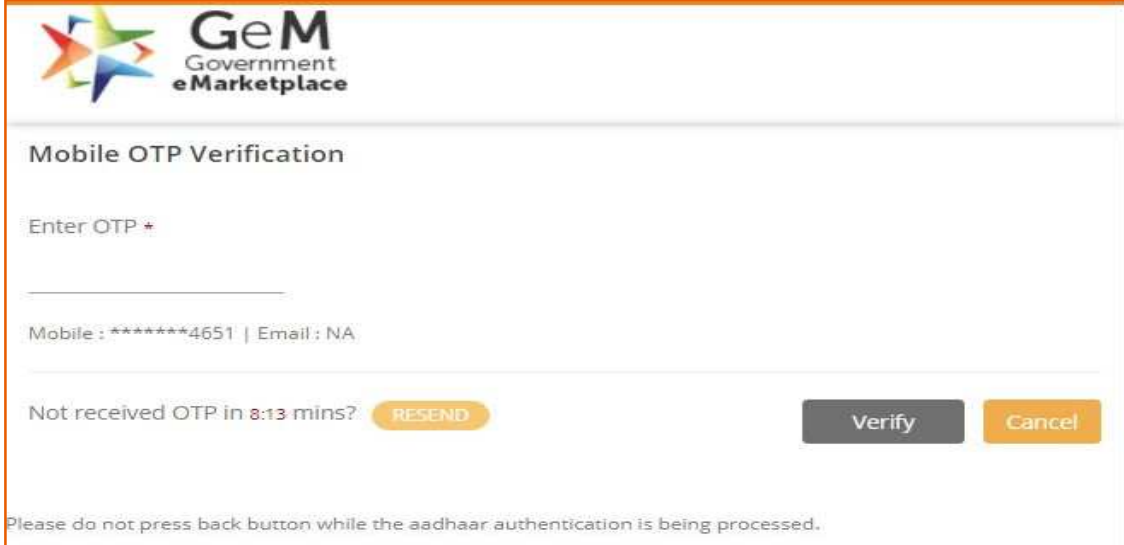
Authenticate yourself using *

Aadhaar Personal PAN

- **Step 5: Choose one option from Aadhaar or Personal PAN for Personal Verification.**
- **Step 6: If Aadhaar is selected: Enter 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, enter PAN number, Name as in PAN Card and Date of birth.**



SELLER : REGISTRATION ON GEM

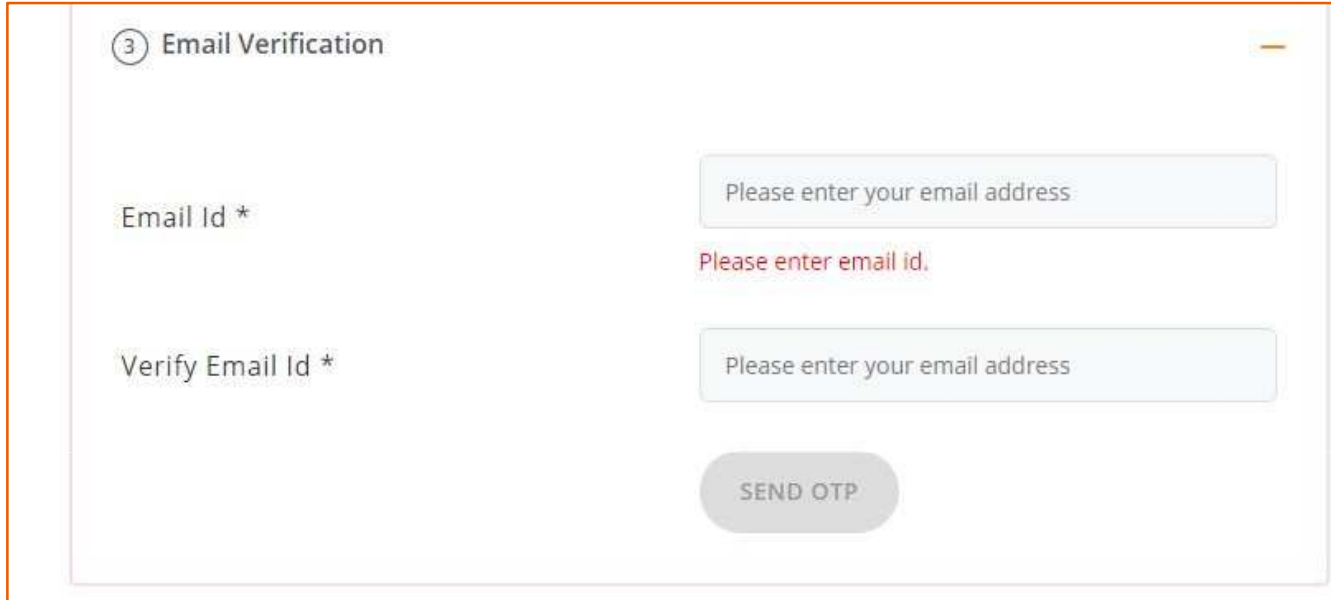


The screenshot shows the GeM Government eMarketplace interface for Mobile OTP Verification. At the top left is the GeM logo. Below it, the text 'Mobile OTP Verification' is displayed. A text input field labeled 'Enter OTP *' is present. Below the input field, the text 'Mobile : *****4651 | Email : NA' is shown. At the bottom, there is a message 'Not received OTP in 8:13 mins?' followed by a yellow 'RESEND' button, a grey 'Verify' button, and a yellow 'Cancel' button. A footer note reads 'Please do not press back button while the aadhaar authentication is being processed.'

If Aadhaar is selected: Entre your Aadhaar number and Mobile number and then click on verify. Fill the OTP number on verification window



SELLER : REGISTRATION ON GEM



The screenshot shows a form titled "3 Email Verification" with a close button in the top right corner. The form contains two input fields and a button. The first input field is labeled "Email Id *" and contains the placeholder text "Please enter your email address". Below this field is a red error message: "Please enter email id.". The second input field is labeled "Verify Email Id *" and also contains the placeholder text "Please enter your email address". Below the second field is a grey button labeled "SEND OTP".

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



SELLER : REGISTRATION ON GEM

④ User Credentials

User Id * ⓘ

Password * ⓘ

Password must contain minimum of

- One Upper Case
- One Lower Case
- One Numeric
- One Special Character
- 8 characters and maximum of 16 characters

Confirm Password *

CREATE ACCOUNT

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



SELLER : REGISTRATION ON GEM

Please complete your profile to start transacting on GeM ▲

My Company ▲

REQUIRED +

- PAN Validation ▲
- Company Profile
- Office Locations
- Bank Accounts

OPTIONAL


- MSE
- Startup

My Actions

Personal Settings ▼

My Team

PAN Validation



Name (As in PAN)

PAN Number

Business / Organisation Type * Proprietorship

Business PAN * ⓘ

Name (As in PAN) * ⓘ

VERIFY PAN

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 for 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 ?

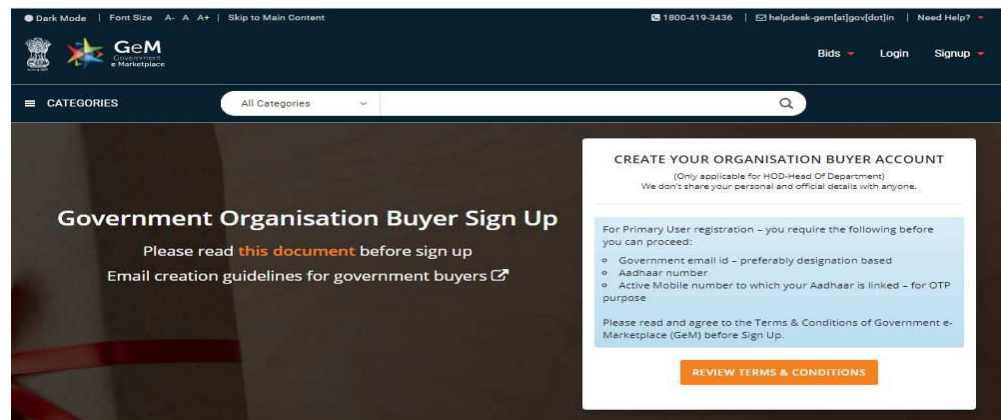
- Buyer Registration on GeM is divided in two categories:
- **a. Primary User: In GeM , the Primary User is as under:**
- **I.** Any officer of Central / State Government / PSU / Autonomous Bodies /Local Bodies / Constitutional Bodies / Statuary Bodies at the level of Deputy Secretary of the Government 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

CREATE YOUR ORGANISATION BUYER ACCOUNT

(Only applicable for HOD-Head Of Department)
We don't share your personal and official details with anyone.


For Primary User registration – you require the following before you can proceed:

- Government email id – preferably designation based
- Aadhaar number
- Active Mobile number to which your Aadhaar is linked – for OTP purpose

Please read and agree to the Terms & Conditions of Government e-Marketplace (GeM) before Sign Up.

REVIEW TERMS & CONDITIONS

* I have read and agree to the Terms & Conditions of Government e-Marketplace (GeM).

Aadhaar Number / Virtual ID * 

Mobile number linked with Aadhaar *

VERIFY AADHAAR

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

➤ **Step 4: Enter your Aadhaar Number & Mobile Number and Verify with OTP.**



BUYER : REGISTRATION ON GEM

The screenshot shows a registration form for a buyer on the GEM portal. The form is divided into two main sections. The top section contains dropdown menus for 'Organisation Type', 'Department', and 'Organisation'. Below these are two blue informational boxes: 'Office / Zone is the location of your organization.' and 'You must have NIC registered email to register.' followed by a link for those without a government email ID. The middle section has input fields for 'Official Email Id', 'Verify Email Id', and 'Enter OTP', with 'SEND OTP' and 'VERIFY OTP' buttons. The bottom section has input fields for 'User Id', 'Password', and 'Confirm Password', with a 'CREATE ACCOUNT' button at the bottom.

- **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 verify with help of OTP 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 Udhog Aadhar and encourage and work with them for registration using GeM Portal for business development.
- **Step 2:** Work with Gram Panchayat & Taluka Panchayat / 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 !!!

