



Presented for



Confederation of Indian Industry

125 Years: 1895-2020

GeM - A DEPARTMENT OF COMMERCE INITIATIVE

GeM Webinar for MSME Organizations
CII - Maharashtra
4th September 2020

Government e Marketplace – The Genesis



- A one-stop online procurement portal for all Government Buyers including Central/State ministries, Departments, Bodies & PSUs. Launched on 9th August 2016. (https://www.gem.gov.in/).
- Rule 149 of GFR amended to "Procurement of Goods and Services by Ministries or Department will be mandatory for Goods or Services available on GeM"
- GeM aims to enhance efficiency, transparency, inclusiveness in public procurement.
- It provides the tools of e-Bidding, Reverse Auction and Direct Procurement to facilitate Government users achieve the best value for their money.





Key Advantages for Seller





Direct access to all Government departments



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



Dynamic pricing: Price can be changed based on market conditions





New Product suggestion facility available to Sellers



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



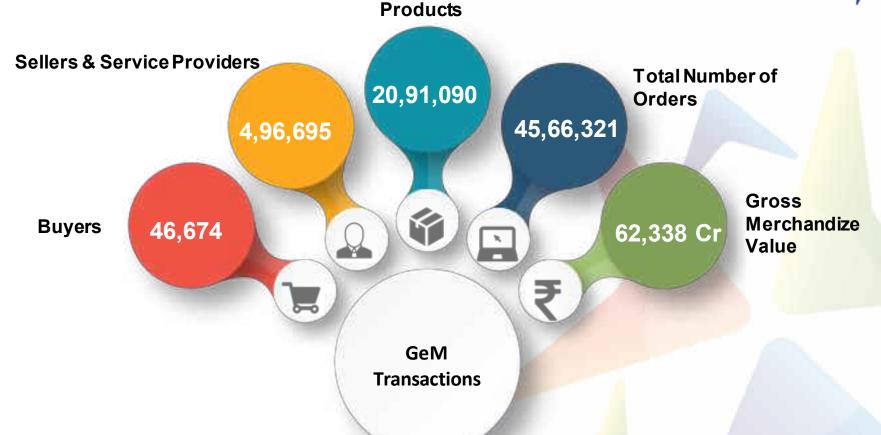
News and Event Section for Regular Updates



New on GeM – Shows list of new product categories added

Key Statistics





Public Procurement Policy for MSEs



- □ Public Procurement Policy for MSEs Order, 2012 notified under section 11 of MSMED Act 2006.
- Policy mandates 25% of procurements of goods and services from MSEs including 4% from MSEs owned by SC/ST and 3% from MSEs owned by women out of total annual procurements

Benefits extended to MSEs:

- ☐ Tender sets free of cost .
- ☐ Exemption from Earnest Money (EMD).
- Purchase Preference for minimum 25% qty. to MSEs within L1+15% on matching L1.
- ☐ 358 items exclusively reserved for MSEs.

Current Functionalities deployed in GeM for PPP- MSEs

- API Integration with Udyog Aadhaar: All sellers claiming to be MSE are required to validate their MSE status through Udyog Aadhaar
- The Micro and Small Enterprises are exempted from EMD, if
 - MSE as manufacturer of the Primary Product Category or Service Provider of the Primary Service Category and give specific confirmation to this effect at the time of bid submission and whose credentials are validated online through Udyog Aadhaar and through uploaded supporting documents.
 - MSE registered with NSIC and DIC for the Primary Product Category whose credentials are validated through NSIC /DIC database and through uploaded supporting documents.
- Buyer has been provided with Option to Exempt the MSEs from Turn Over and Past Experience criteria at the time of creation of Bid as provided for in PPP - MSE Order.
- Further, suitable ATC clauses are already enabled for ensuring compliance of PPP - MSE orders.

Clauses provided in ATC library in GeM Bidding Module for effective implementation of all provisions of PPP MSEs Order for Central Govt:



Purchase preference to Micro and Small Enterprises (MSEs): Purchase preference will be given to MSEs as defined in Public Procurement Policy for Micro and Small Enterprises (MSEs) Order 2012 dated 23.03.2012 issued by Ministry of Micro Small and Medium Enterprises and its subsequent Orders/Notifications issued by concerned Ministry. If the bidder wants to avail the Purchase preference the bidder must be the manufacturer of the offered product in case of bid for supply of goods. Traders are excluded from the purview of Public Procurement Policy for Micro and Small Enterprises. In respect of bid for Services the bidder must be the Service provider of the offered Service. Relevant documentary evidence in this regard shall be uploaded along with the bid in respect of the offered product or service. If L-1 is not an MSE and MSE Seller (s) has/have quoted price within L-1+ 15% of margin of purchase preference /price band defined in relevant policy such Seller shall be given opportunity to match L-1 price and contract will be awarded for percentage of \${requiredPercentage}% of total value.

Clauses provided in ATC library in GeM Bidding Module for effective implementation of all provisions of PPP MSEs Order for Central Govt:



Procurement under this bid is reserved for purchase from Micro and Small Enterprises: Procurement under this bid is reserved for purchase from Micro and Small Enterprises whose credentials are validated online through Udyog Aadhaar for that product category. If the bidder wants to avail the reservation benefit the bidder must be the manufacturer of the offered product in case of bid for supply of goods. Traders are excluded from the purview of Public Procurement Policy for Micro and Small Enterprises. Relevant documentary evidence in this regard shall be uploaded along with the bid in respect of the offered product or service.



Pre-requisite For Registration





For Primary User Registration:

- ✓ Aadhaar Number / Virtual ID/ PAN of the User.
- ✓ Mobile number linked with Aadhaar/Mobile number in case of PAN
- Active Email id
- Documents as per Constitution type such as CIN,PAN,DIPP,UAM,ITR details to Complete profile.
- ✓ Address details (Registered address as per ITR)
- ✓ Bank account details



Secondary User Registration:

- Aadhaar number
- ✓ Mobile number should be linked with Aadhaar
- Active Email ID.

Key Notes

Registration(Primary Seller) on GeM should be done by an authorized person of the organization (Director of the organization or a Key Person or authorized signatory of ITR).
Primary seller have an option to create secondary seller's to assign roles like Bid Participation, Creation of Catalog and Order Fulfillment.
For MSE , UAM (Udhyog Aadhaar Memorandum) and aadhar/mobile number linked with the same is required.
For Start Up, DIPP (Department of Industrial Policy and promotion) number and mobile number linked with the same is required.
No separate registration required for Seller and Service provider.



Seller/Service Provider Registration-Using Aadhaar



Procure on GeM for:







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

Why Sell On GeM?

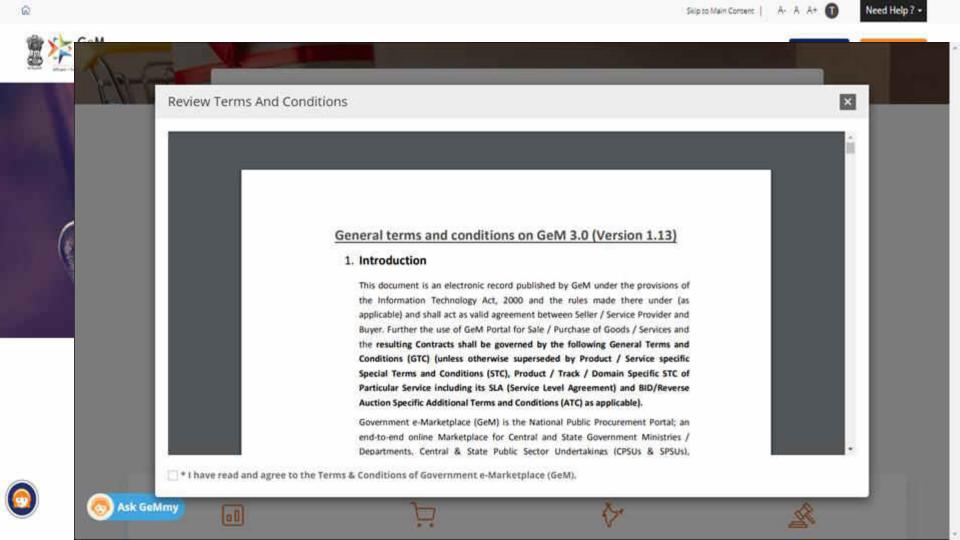


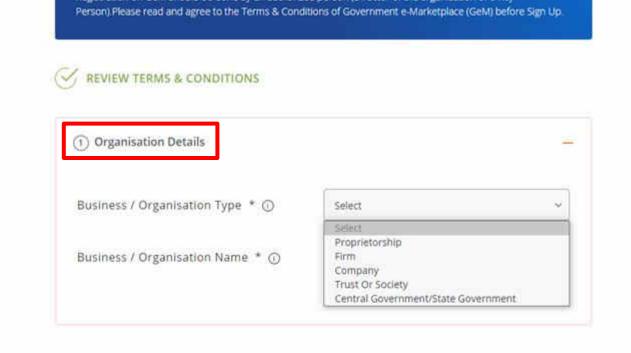












Why Sell On GeM?



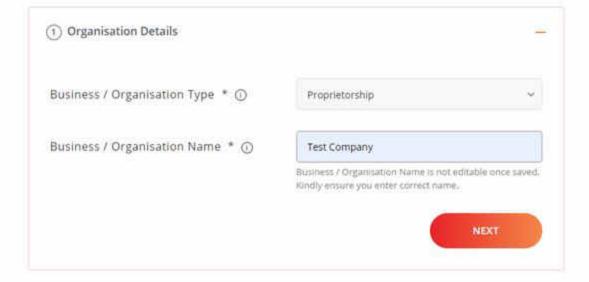




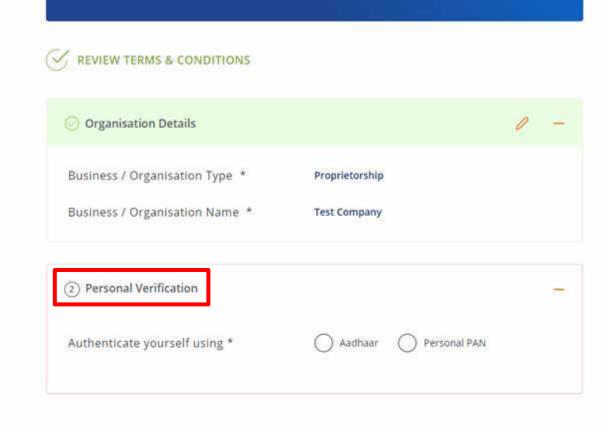


Person) Please read and agree to the Terms & Conditions of Government e-Marketplace (GeM) before Sign Up.





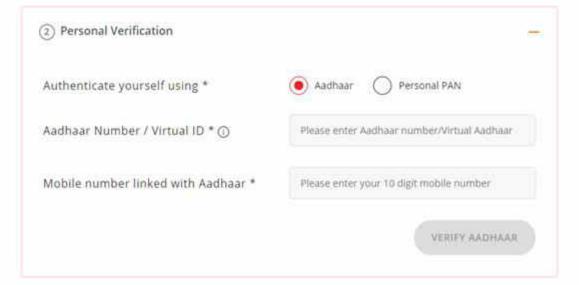






✓ REVIEW TERMS & CONDITIONS

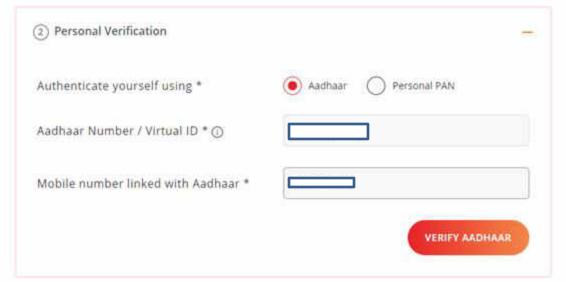






REVIEW TERMS & CONDITIONS









Mobile OTP Verification

Enter OTP •

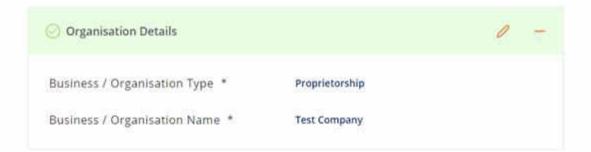
Mobile: *******7825 | Email: ma*****@gmail.com

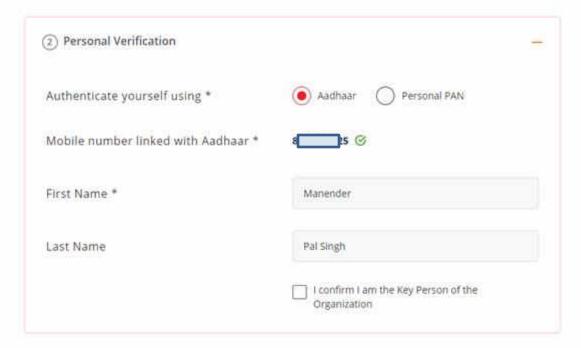
Not received OTP in 956 mins?

Cancel

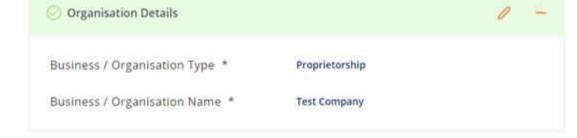
Verify

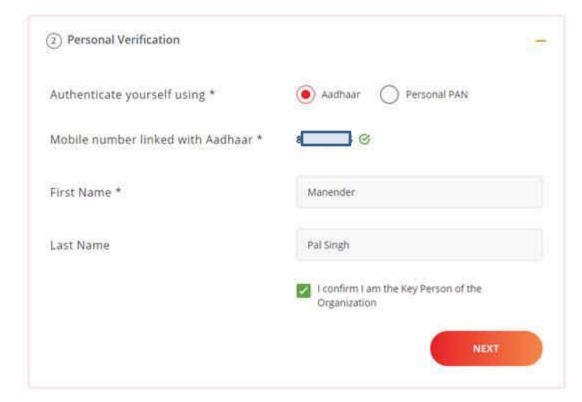
Please do not press back button while the aadhaar authentication is being processed.





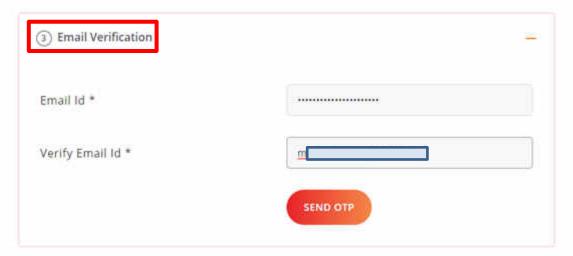








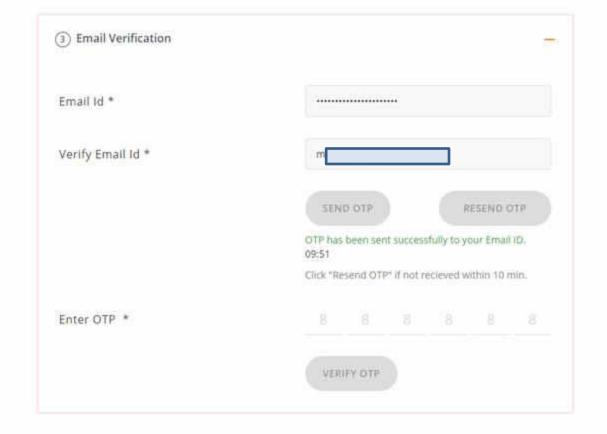






First Name * Manender

Last Name Pal Singh









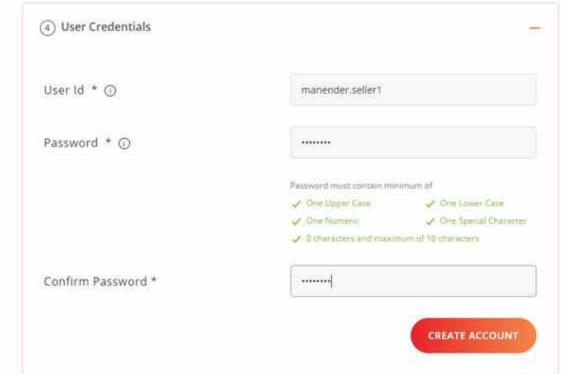


Email Verification		-
Email *	m	

User Id * ⊕	Please provide a use	rid for login to GeM
Password * ①		
	Password must contain mi	nimum of
	One Upper Case	One Lower Case
	One Numeric	One Special Character
	8 characters and maxin	mum of 16 characters
Confirm Password *		



Email Verification		=
Email *	T.	



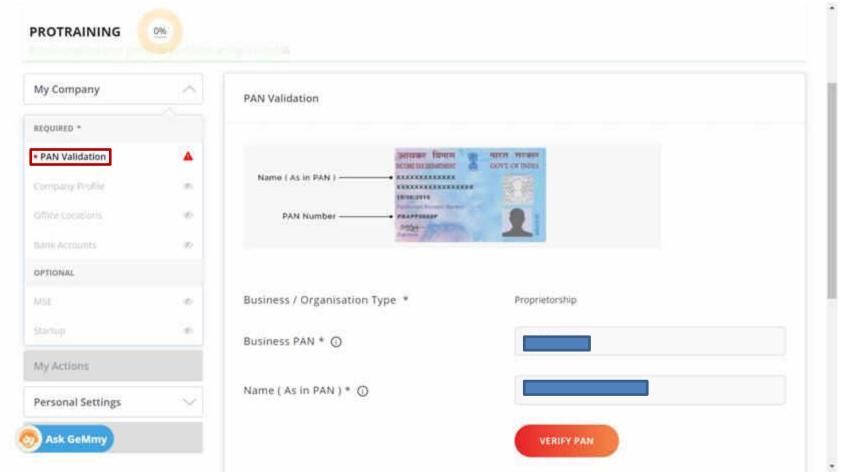


Seller Account created successfully Email Verification Email * (4) User Credentials User Id * ⊕ manender.seller1 Password * ① ******* Password must contain minimum of ✓ One Upper Case ✓ One Lower Case ✓ One Numeric ✓ One Special Character ✓ 8 characters and maximum of 16 characters. Confirm Password * ******* CREATE ACCOUNT **Ask GeMmy**



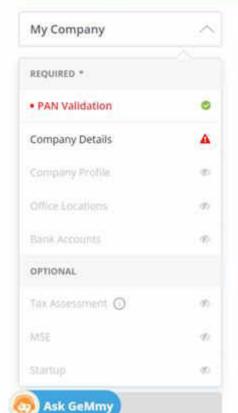
Seller/Service Provider Profile Updation

Seller Profile Completion



PAN validation successfull

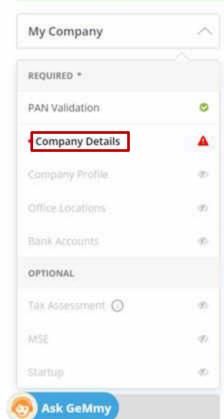
Please complete your profile to start transacting on GeM 🛕

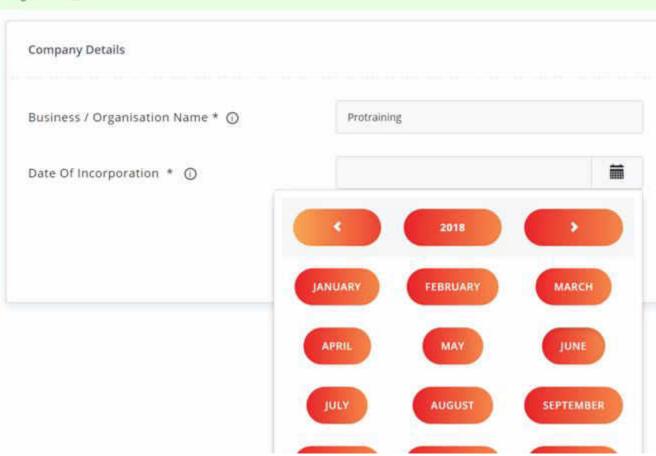






Please complete your profile to start transacting on GeM 🛦



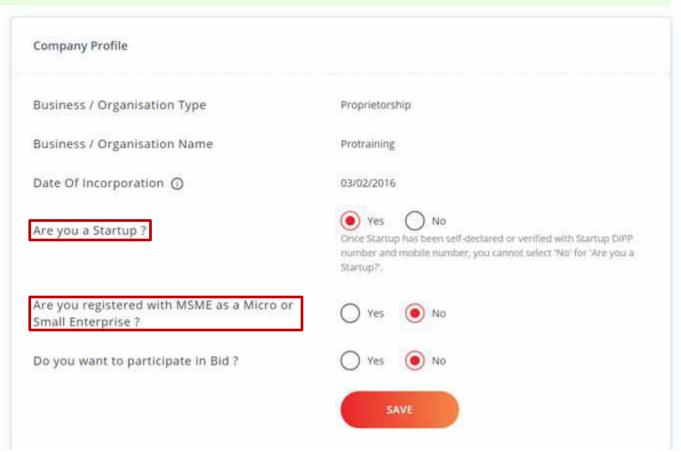


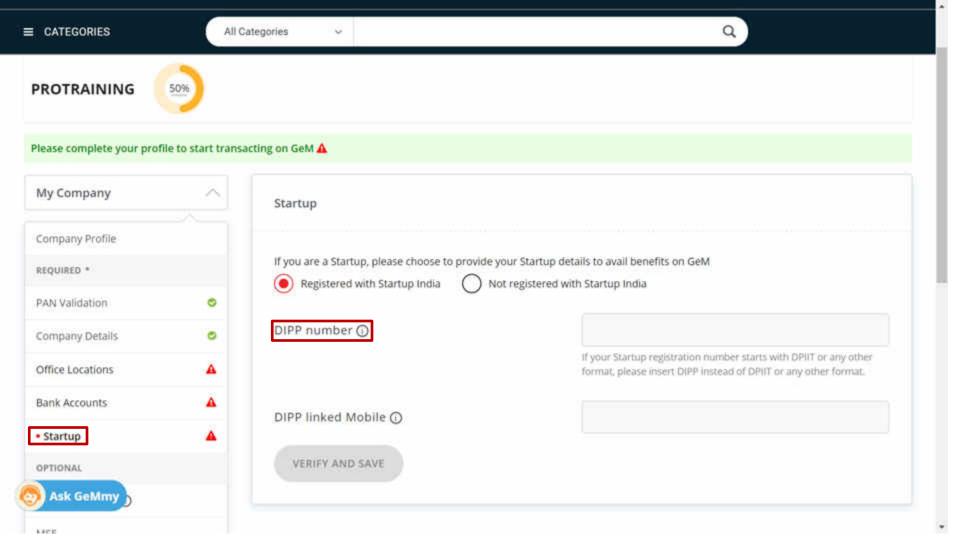
PROTRAINING



Please complete your profile to start transacting on GeM 🛦

My Company	30
REQUIRED *	
PAN Validation	0
Company Details	0
Company Profile	Δ
Office Locations	100
Bank Accounts	40
OPTIONAL	
Tax Assessment ()	(9)
MSE	1
Startup	(0)





PROTRAINING



lengt.

Company Profile	
REQUIRED *	
PAN Validation	0
Company Details	0
Office Locations	Δ
Bank Accounts	Δ
• Startup	A
OPTIONAL	
Tax Assessment ①	
MSE	

My Actions

Personal Settings



If you are a Startup, please choose to provide your Startup details to avail benefits on GeM

Registered with Startup India



Not registered with Startup India

Dear Startup, You are eligible to get yourself enlisted as a DPIIT recognised Startup if you fulfill the following eligibility criteria -

- Upto a period of ten years from the date of incorporation/ registration, if it is incorporated as a private limited company (as defined in the Companies Act, 2013) or registered as a partnership firm (registered under section 59 of the Partnership Act, 1932) or a limited liability partnership (under the Limited Liability Partnership Act, 2008) in India.
- Turnover of the entity for any of the financial years since incorporation/ registration has not exceeded one hundred crore rupees.
- Entity is working towards innovation, development or improvement of products or processes or services, or if it is a scalable business model with a high potential of employment generation or wealth creation.
- An entity formed by splitting up or reconstruction of an existing business shall not be considered as a "Startup".

Exemptions from prior turnover, prior experience and Earnest Money Deposit [EMD] are offered to DPIIT-certified Startups ONLY.

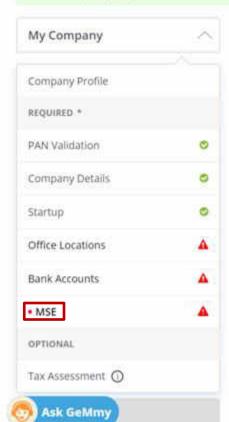
We encourage you to sign-up for DPIIT recognition and avail the exemptions offered to DPIIT-certified Startups.

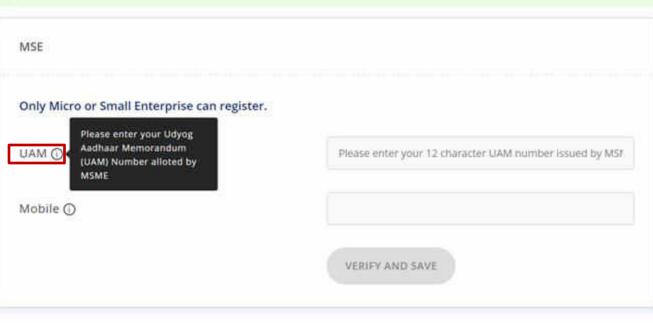
Register Now with Startup India

Furnishing incorrect / misrepresentation of information pertaining to status of Startup on GeM portal will invite



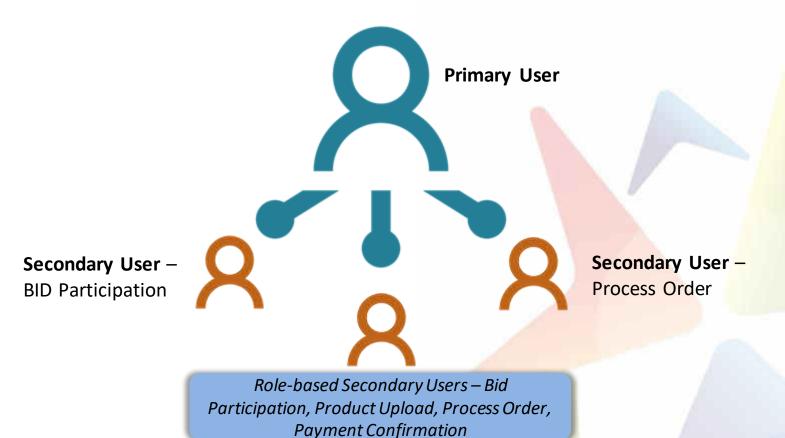
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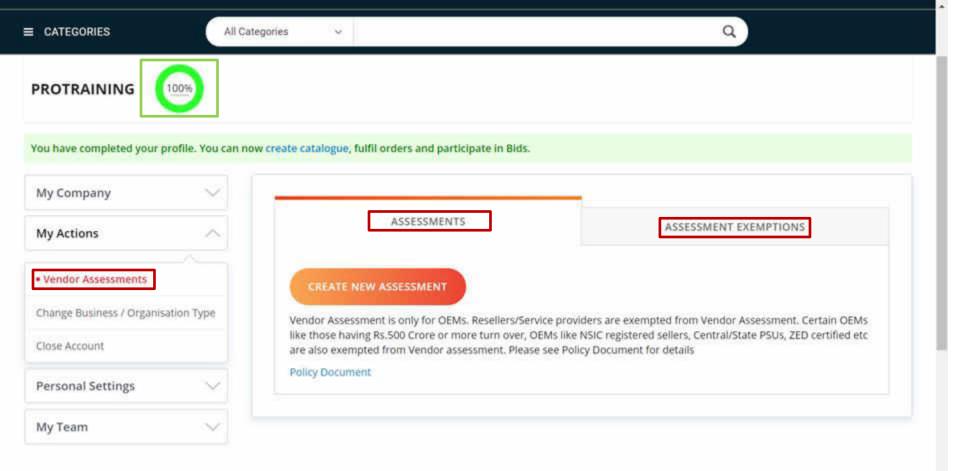


Function Based Flexibility for Seller Users





NOTE: All roles can be performed by single secondary seller





OEM Vendor Assessment Methodology



VA for OEMs is based on three broad parameters:

- Physical location (vendor profile)
- Financial capacity
- Production capability

2 stage Vendor Assessment:

- Desktop Assessment–
 - Information and documents will be submitted by the vendor in the Desktop

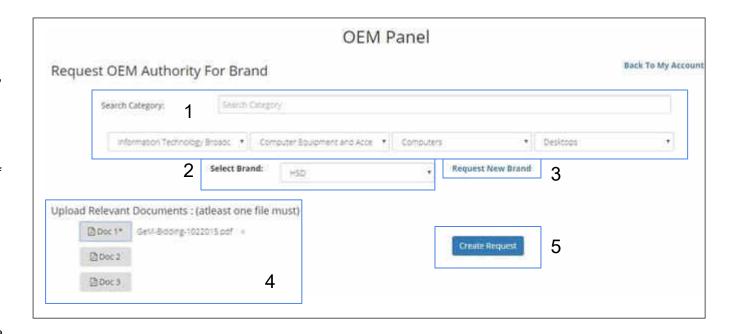
Assessment (DA) stage and if any discrepancy is found, then on-compliance (NC) would be raised.

- Video Assessment—
 - Video Assessment is conducted by an expert using the mobile based application through video calling.
 - It will validate the entire process submitted by the vendor through documents in Desktop Assessment.

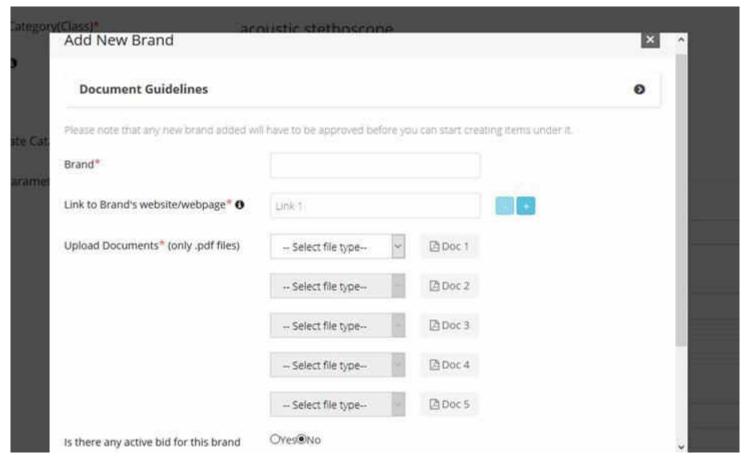


Submit Request for New Brand

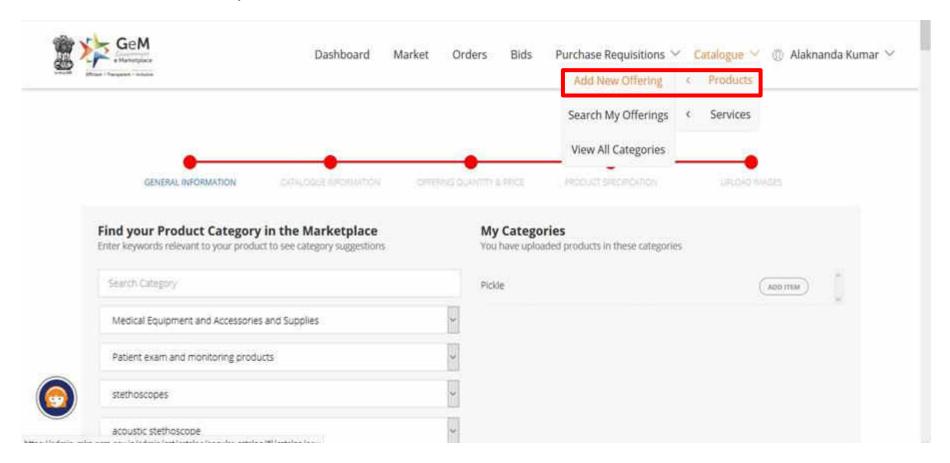
- Select Category
- Select your Brand from list OR
- If brand not available in list, Request New Brand. On Submitting New Brand Request, it will come to GeM for approval. Please refer Notifications panel for checking approval status of Brand
- After Selecting your Brand, upload relevant documents (Trademark\Brand Ownership document mandatory)
- 5. Click on Create Request
- 6. The Request will be submitted to GeM team for approval. You can track the status of requests in Approved Requests \ All Requests areas of OEM panel



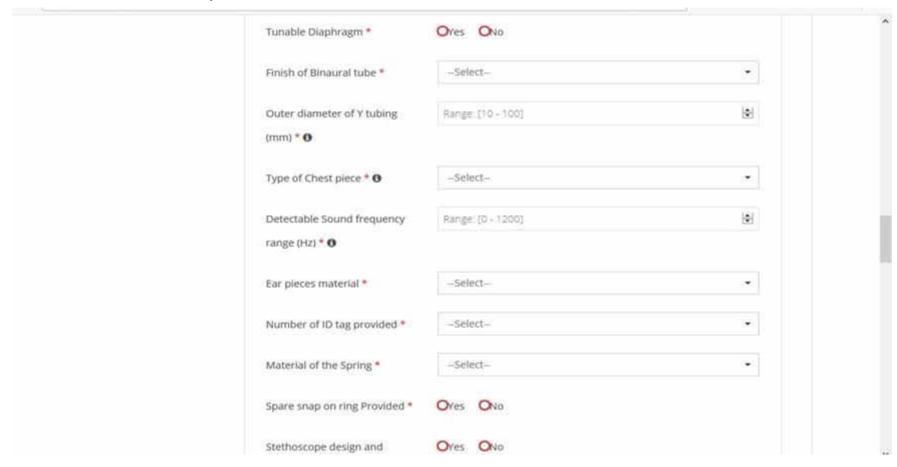
Sellers: Brand Request



Sellers: Product Upload-1

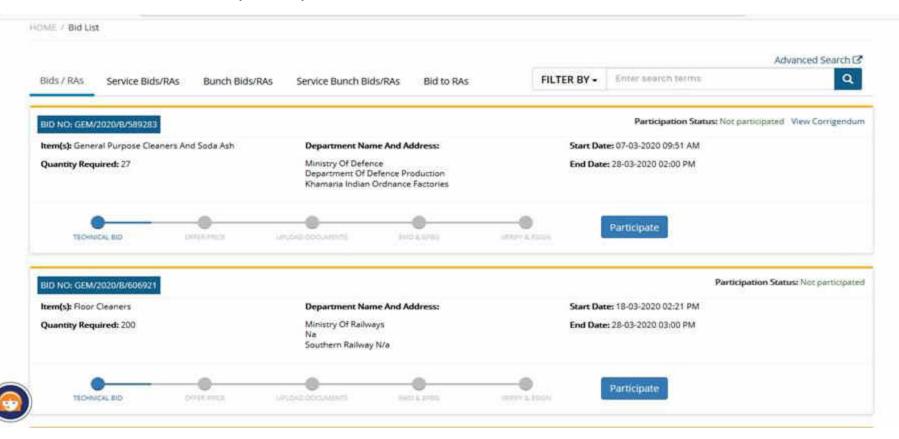


Sellers: Product Upload -2

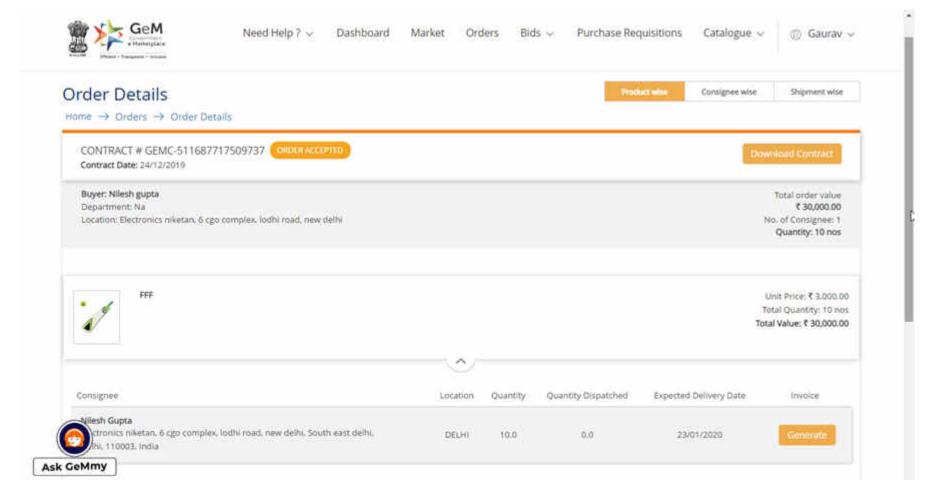


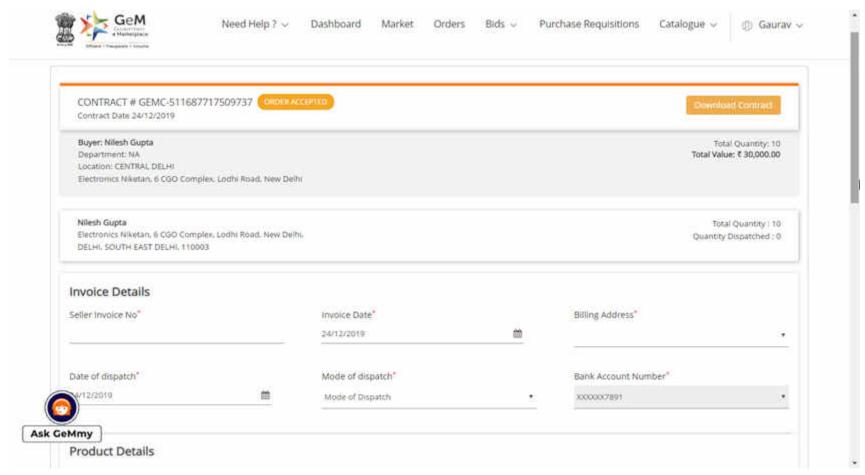


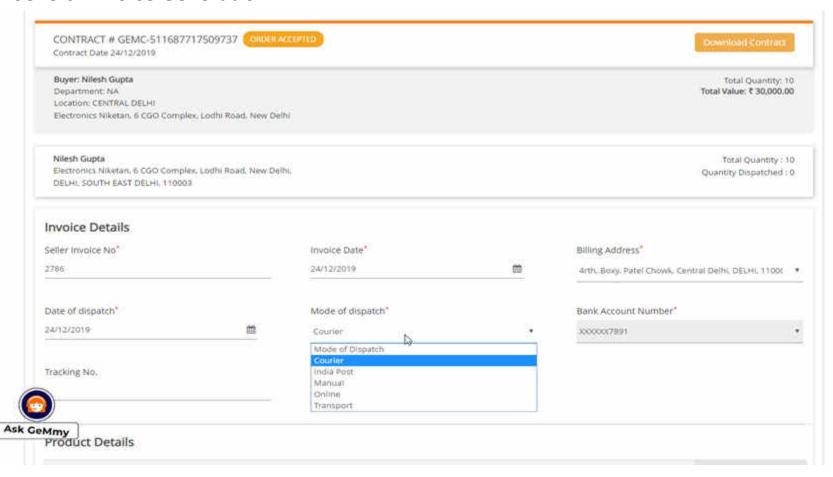
Sellers: Product Bid participation

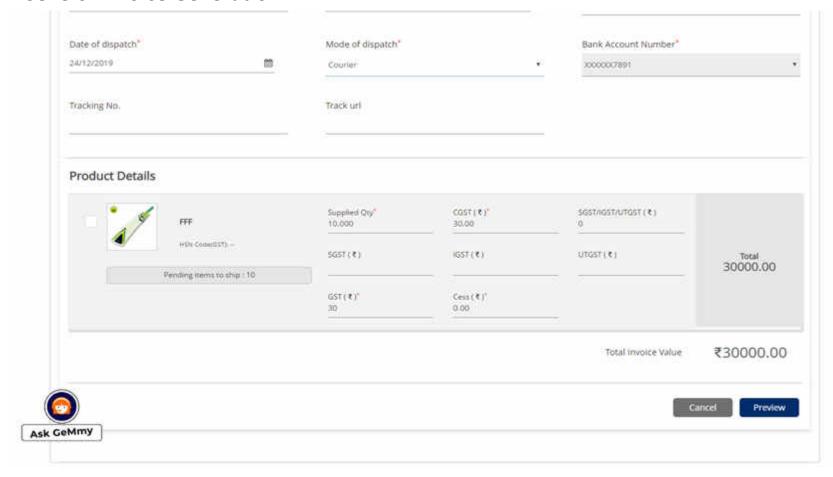






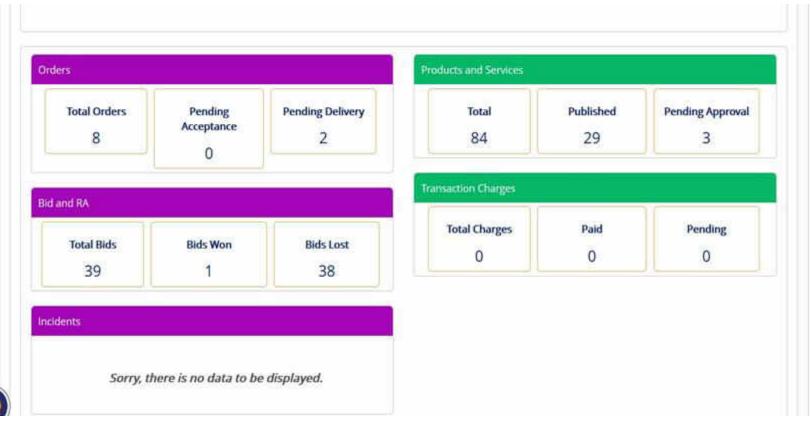




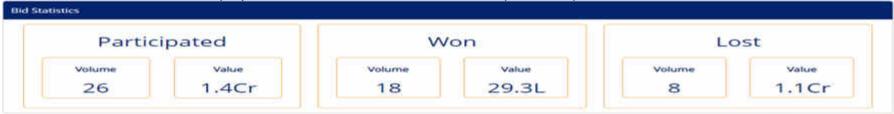




Sellers: Dashboard

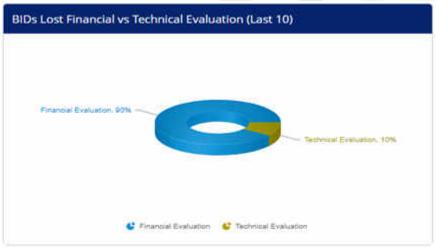


1. The Bid Statistics would display the Bid value and Volume of the Participated Bids, Bids won and Bids Lost



- 2. The Recent 10 Bids lost and the Stage of evaluation in which those bids were lost would be displayed.
- 3. Drill Down on the Graph would display the Technical and financial comparative analysis







New/Upcoming Features

New Features

At the time of bid creation buyer can now choose delivery period upto 365 days.
Buyers can now validate sellers credentials if they are eligible for exemption of EMD in
technical evaluation.
Additional Terms and Conditions for buyback added in ATC library for buyers to easily
pick and include in bid.
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 t
proceed with less than 3 Resellers or two OEMs/Brand, they have to upload approval
from Competent Authority.
Buyers shall take necessary approval from competent authority before placing request
on GeM for additional Terms and Conditions w.r.t Bid.
Buyers can select bid duration to 3 days for COVID categories.

New Features....contd.

Detailed list of product categories is made available in downloadable pdf format for easy
category search by GeM users.
Seller can now directly search for a particular product that they have uploaded using the
product id or catalog id.
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.
GeM Pool Account – Non Challan Model has been launched for all PSU buyers and Non-
PFMS entities
ITR Verification exemption during Registration of proprietors from North-East states, J&R
and Laddakh UT.
Seller can now provide alternate contact number, which could be a landline number, in
order for buyer to contact them in case of any query.

GeM: New features for Sellers

- 1. Priority product and brand approval for COVID-19 related categories.
- Exquisitely handcrafted products from finest Self Help Groups (SHGs) in India The SARAS collection, launched on GeM in collaboration with National Rural Livelihood Mission (NRLM).
- 3. Enabled capture of Country of Origin for GeM catalogues
- 4. GeM enables crowd-sourcing of categories, Sellers can now suggest new categories on GeM
- 5. Sellers can now mention the lead time to deliver a product, this will help set buyer's expectations in terms of minimum days required for delivery of the procurement.
- 6. Added ability for OEMs to apply for Brand Approval and OEM status Approval in a single request to enable faster onboarding of OEMs.

GeM Support – Channels to Assist You





Need help?



helpdesk-gem@gov.in manager-training@gem.gov.in



Through the GeM Portal







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



Monday to Saturday



08:00 AM to 08:00 PM

Stay Connected...





@Gem_India

Government e Marketplace (GeM)





Government e Marketplace (GeM)



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https://lms.gem.gov.in/participation/index

Your feedback is valuable for us and will enable us to plan better for the upcoming session.

Kindly share the session feedback by clicking the button below.

Feedback