



सत्यमेव जयते

Department of Commerce  
Ministry of Commerce and Industry  
Government of India



Efficient • Transparent • Inclusive

# Online Marketplace for Smart Government Buyers

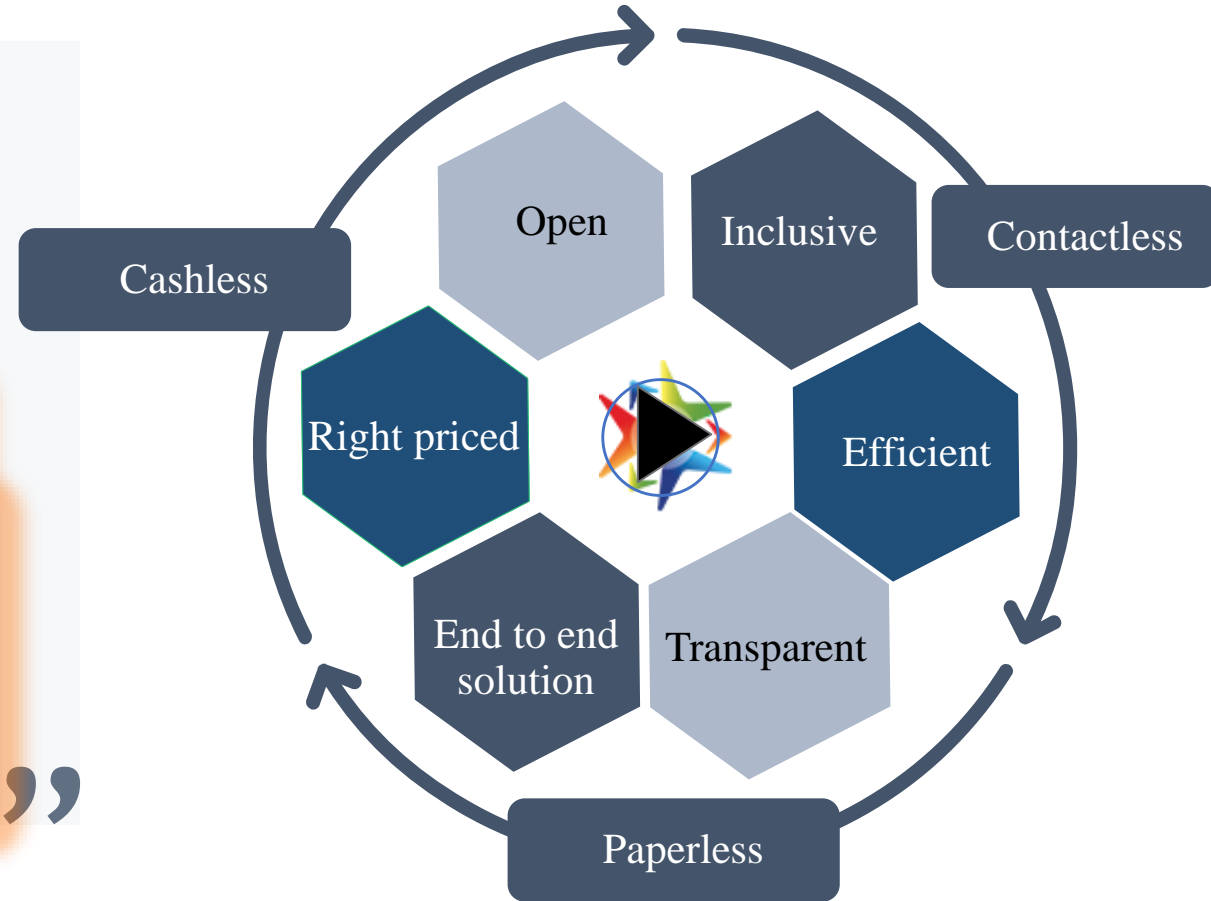
Aligning Trade Facilitation with SDGs  
Good practices in trade facilitation for  
SMEs and women

by  
S Suresh Kumar, ACEO GeM

New Delhi

Wednesday, 18<sup>th</sup> September 2019

- Launched on 9th August 2016.
- 1-stop online procurement portal for all govt. buyers including central/ state ministries, depts, bodies & PSUs.
- Procurement of Goods & Services by Ministries or Departments will be **MANDATORY** for Goods or Services available on GeM, as per Rule 149 of GFR.



# CHALLENGES

A group of approximately 15-20 women are seated in rows, looking towards the right side of the frame. They are dressed in colorful traditional Indian attire, including sarees and blouses. Many of the women have bindis on their foreheads. They appear to be engaged in a discussion or listening to a speaker. The background shows a green wall and some papers or notices pinned to it.

Women entrepreneurs have limited access to markets and finance, Unable to network with fellow entrepreneurs and peers, and 68 % MSMEs lack digital foot print in India.

# INTERNET ECONOMY



Internet economy to contribute 200 billion USD/ 5 % to GDP by 2020  
Internet users to clock 500 million by mid 2018; 300M urban, 200M rural  
Emerging Internet users – Youth, Rural India and Women

# MKT SIZE - INTERNET & WOMEN

A photograph showing a woman in the foreground, seen from the side, typing on a laptop. In the background, there are other people, including a man and a woman, and various pieces of computer equipment like monitors and a printer. The setting appears to be a public computer center or a training facility. There are some posters or notices on the wall in the background, some with text in Malayalam.

143 million or 30 percent of total Internet users, women

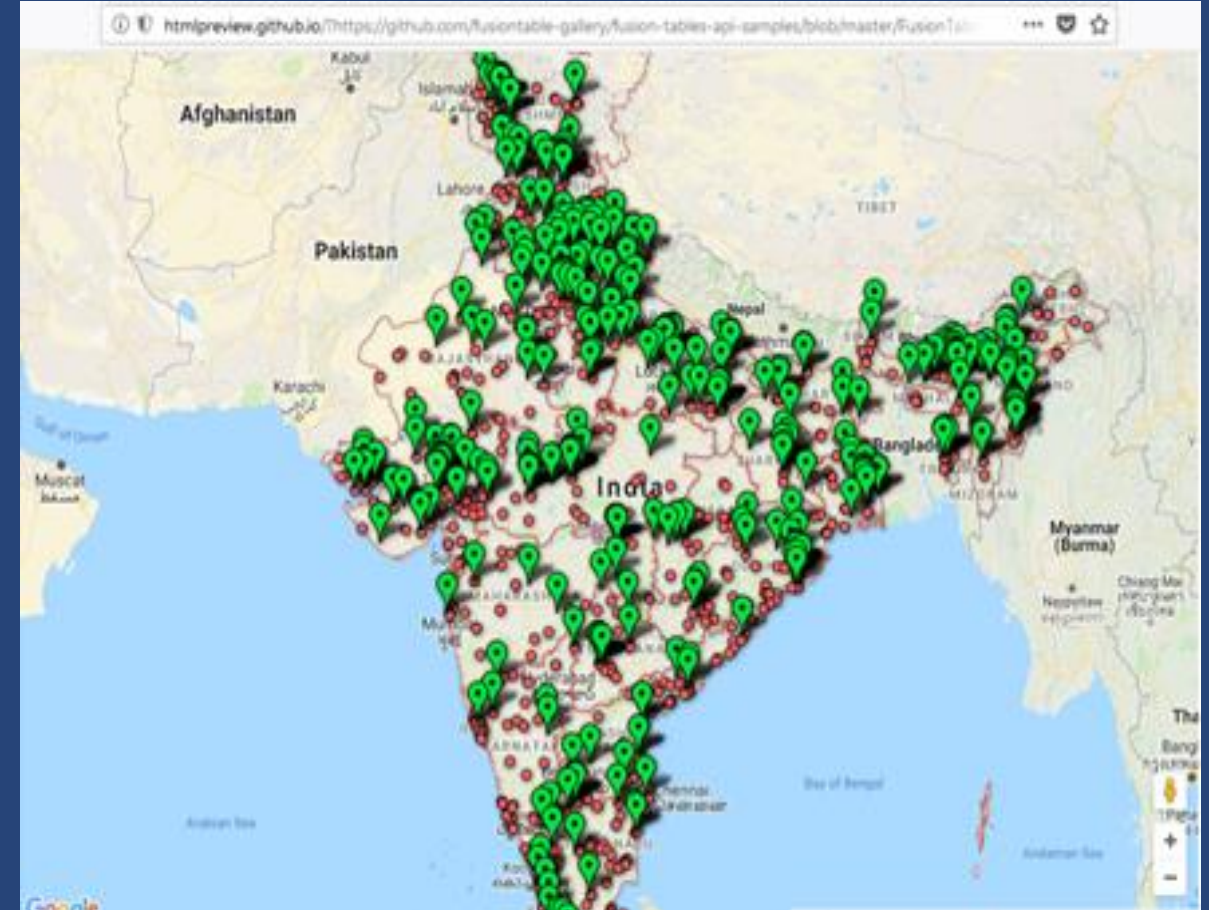
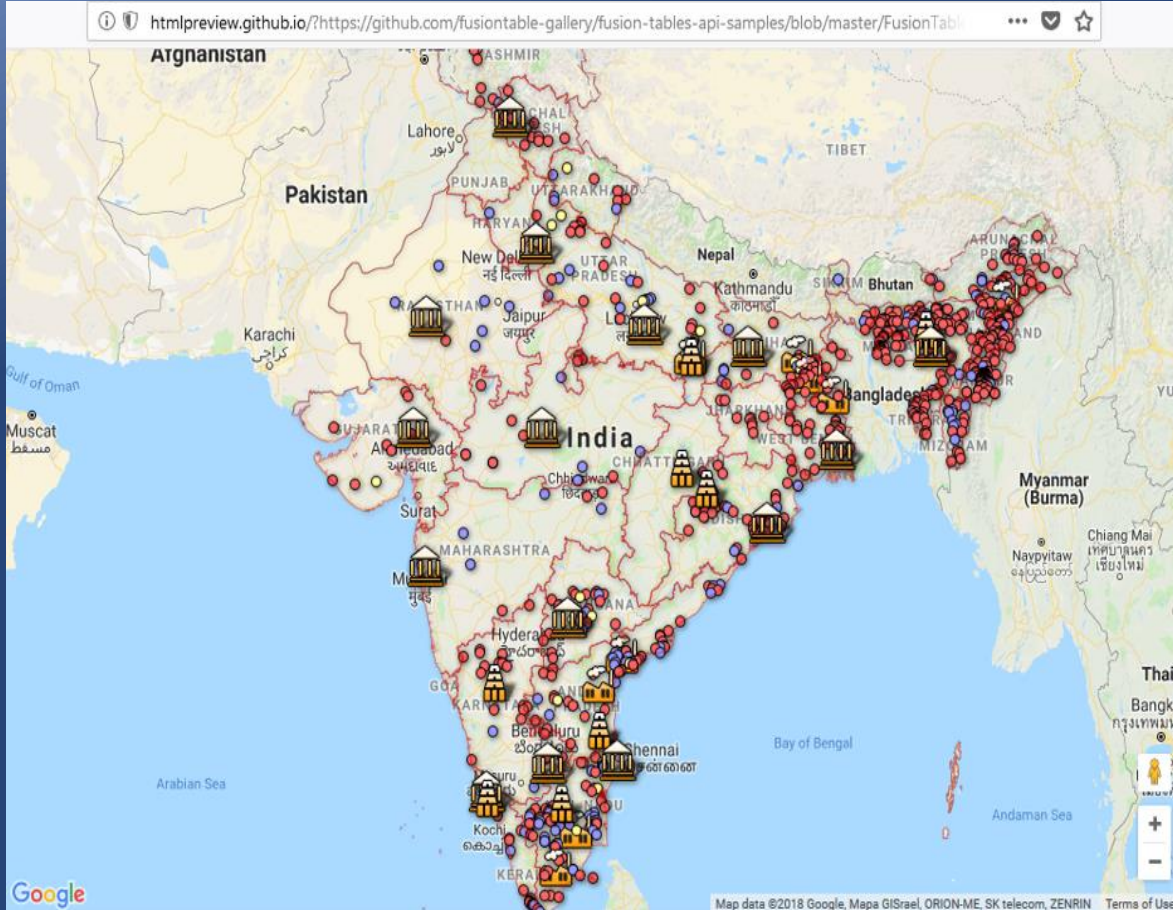
Key drivers – expanding reach, affordable access & improved awareness

Vernacular content to increase by 60 percent



# CLUSTERS

GeM has done extensive research to identify stakeholders and MSMEs within Coir, Handloom and Handicraft clusters in India



18.7 lakh handloom and handicraft establishments of which 96.6% were owned by proprietors

1,140 Handloom Clusters - <https://goo.gl/Ye18rX>  
25 NIFT & IIHT - <https://goo.gl/egxqMp>

1,480 Handicraft Clusters - <https://goo.gl/Sqc1wF>  
560 Implementing Agencies - <https://goo.gl/xABqMH>

# GEM - 3-POINT ROADMAP

Aggregators reach out to clusters through WSHGs/ NGOs

- Explain the context of GeM
- Explore partnership with the WSHGs/ NGOs for the benefit of the cluster

Onboard the cluster on GeM as a Seller & gain buyer visibility

- Create product categories/ technical parameter sheets for handloom and handicraft products
- Train and register the cluster on GeM platform as “Seller”
- Align opportunities for implementing agency to network with potential Government buyers
- Publish and broadcast success stories in print and digital media

Mentor clusters in quality improvement through affiliations

- Collaborate with R & D Institutes to improve quality, reduce costs and spur HYPERLOCAL procurement
- Connect clusters with industry advisers for product development and market trends
- Conduct workshops/ training on product to design innovative concepts
- Connect clusters with funding institutions/ foundations



# Key Statistics



As on 31<sup>st</sup> August 2019

**Sellers & Service Providers**

**Products**

**Total Number of Orders**

**Gross Merchandize Value**

**Buyers**

**38,068**

**274,183**

**12,11,908**

**22,58,581**

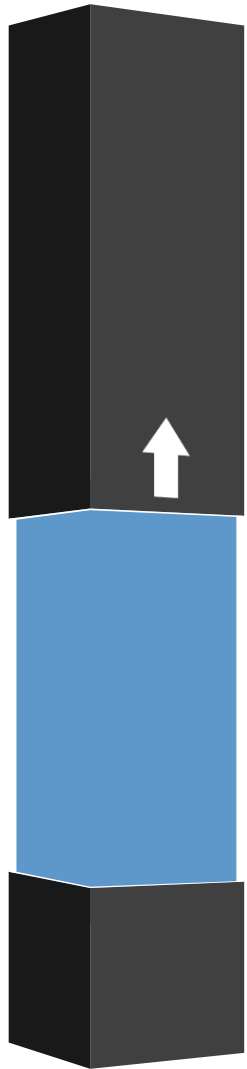
**33,717 Cr**

**GeM Transactions**

**South Asia Procurement Innovation Awards of the World Bank, 2016**

**Digital India Platinum Award 2018 for 'Exemplary online Service'**

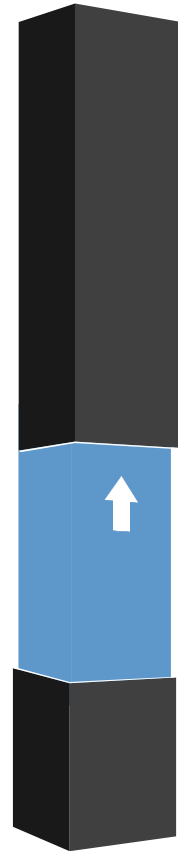
# Innovations have led to largescale quantified impact for the marketplace



## Efficiency

**30 X**  
Registration & offering  
(4mnths to 97 hrs)

**180 X**  
Tender creation to evaluation  
(6mnths to 1 day)

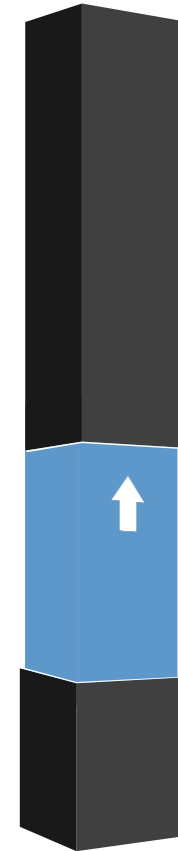


## Savings

**~25%**  
Across categories on an average

**100%**  
Advertisement cost, printing and paper cost

**Environmental cost**



## Transparency

**88X/12X**  
Seller participation/ categories

**3 X**  
Average bid participation  
(Current average 9 bid )



## Inclusion

**MSME –**  
45K /13,808 cr

**Startup -**  
2,579/ 411 cr

**Women –**  
5,873/1,943 cr

# GeM aligns with UN SDGs



# THANK YOU



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Artist: Ms. Anukta M Ghosh's "Magan" illustration of Women empowerment and grace at Ghumar dance in Rajasthan.

From candle light to SPOT LIGHT