



BRINGING STARTUPS TO GOVERNMENT PROCUREMENT

Government e-Marketplace (GeM) is an online platform for public procurement in India launched in 2016 by the Ministry of Commerce and Industry with the objective of creating an inclusive, efficient, and transparent platform for buyers and sellers to carry out procurement activities in a fair and competitive manner. GeM has revolutionised the ecosystem of public procurement in the country through technology, digitisation of processes, digital integration of all stakeholders, and the use of analytics. 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.

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. The marketplace includes policies

for automated market adjustments as well as end-to-end digital processes that support a thriving buyer-seller ecosystem.

GeM's approach is underlined by a commitment to three pillars of transparency, efficiency, and inclusiveness:

1. **Transparency:** GeM is an open marketplace wherein it promotes open access to information in a transparent manner. Relevant information on Sellers, Goods, and Services is easy to find and readily available for users. GeM provides database insights to support its users in the decision-making process.
2. **Inclusiveness:** GeM's focus on inclusiveness is multifaceted, involving not only making the platform usable and trusted by every type of seller but also conducting active outreach to onboard marginalized and underserved seller segments including Small and Medium Enterprises, Women Entrepreneurs, Startups and Artisans.
3. **Efficiency:** In view of being an end-to-end online and integrated portal, GeM brings efficiency to Public Procurement by removing manual interventions at various stages of Public Procurement.

GeM has successfully integrated with 1.5 lakh+ India Post offices and 5.2+ lakh Village Level Entrepreneurs [VLEs] via the CSCs for last-mile outreach and service delivery.

Through automation and digitisation of processes, GeM has led to higher process efficiencies, better information sharing, improved transparency, reduced process cycle times, and a higher level of trust among bidders, which in turn have resulted in greater competition and higher savings. These innovations in GeM have also brought down waiting times and prices for buyers significantly and ensured timely payments to sellers. This is also expected to enhance the overall 'Ease of Doing Business' while also promoting the highest standards of quality in public procurement in India. □

Source: PIB

