

India's Government eMarketplace (GeM) System

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GeM
Government
e Marketplace

GeM (1/2)

1 What is GeM?

- a GeM is like Amazon/Flipkart- BUT FOR GOVERNMENT BUYING ONLY
- b It allows ministries/deptt/PSU to buy everything from stationery to Vehicles to IT services from verified sellers.
- c Fully online, paperless, Transparent pricing, faster procurement

2 Why GeM was Needed

- a Before GeM, procurement was slow, manual & involved a lot of paperwork.
- b Reduced delays, Reduced human interference, Improved transparency, wider seller participation.

3 Benefits of GeM

- a GeM benefits everyone
- b Govt buyers :- Saves time, Better price comparison, Real time tracking & digital records
- c Sellers :- Direct access to govt. buyers, Faster payments, Equal opportunities

GeM (2/2)

4 Impact of GeM

- a Millions of orders placed
- b Thousands of Government buyers.
- c massive savings due to price comparison

5 How GeM Ensures Transparency

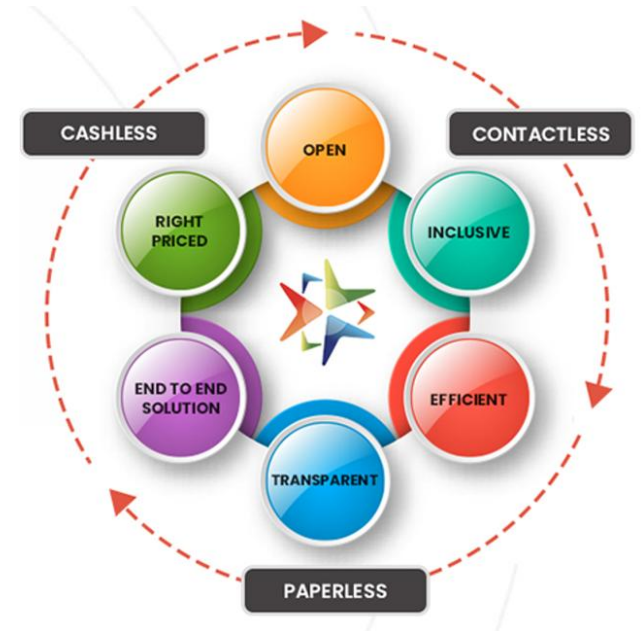
- a Digital audit trails, Vendor Ratings .
- b Bid comparisons, Automated processes, No middlemen

6 Support & Ease of use

- a GeM provides helpdesk, training, multilingual courses and online support for both buyers & sellers
- b Call center support, Chatbot
- c Training modules and user manuals

The Genesis | Government e Marketplace (GeM) setup in 2016

- **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/>).
- **The foundation for the GeM initiative laid down through the Cabinet Note** on “Setting up of a Special Purpose Vehicle to be called Government e-Marketplace (GeM SPV)” dated 7th April, 2017.
- **GeM SPV was incorporated and registered** under the provisions of the Companies Act, 2013 on 17.05.2017 to develop, manage and maintain the GeM platform.



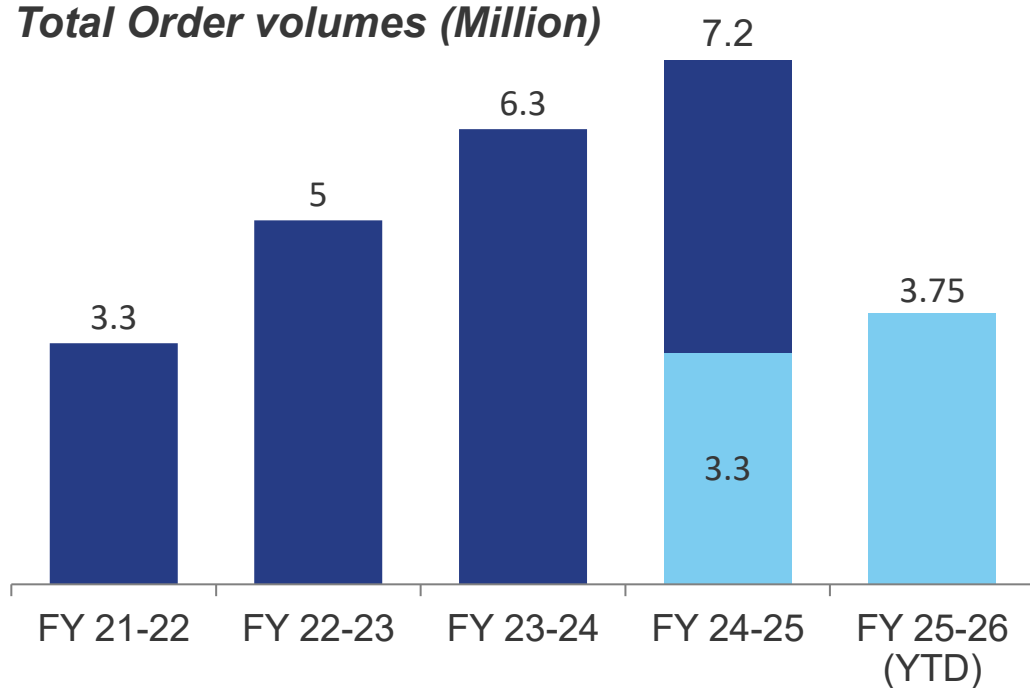
"The government is committed to curbing corruption. One of the key aspects of this objective is to minimize the Government human transactional interface."



Business overview

Sustained adoption over the years

Total Order volumes (Million)



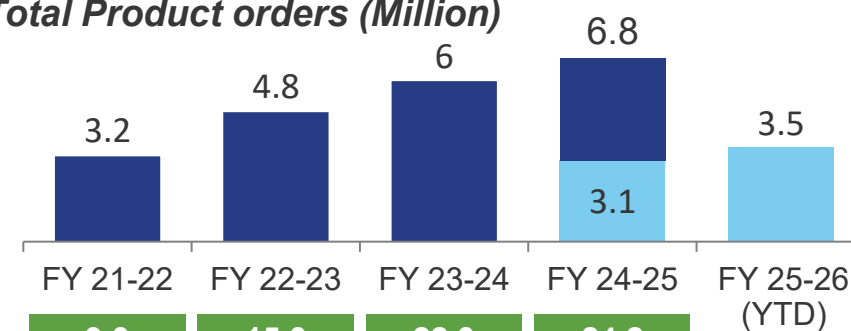
Total Order Value (Billion USD)



Since its inception, GeM has facilitated more than 32 million orders worth over \$180 B

Products and Services Contribution

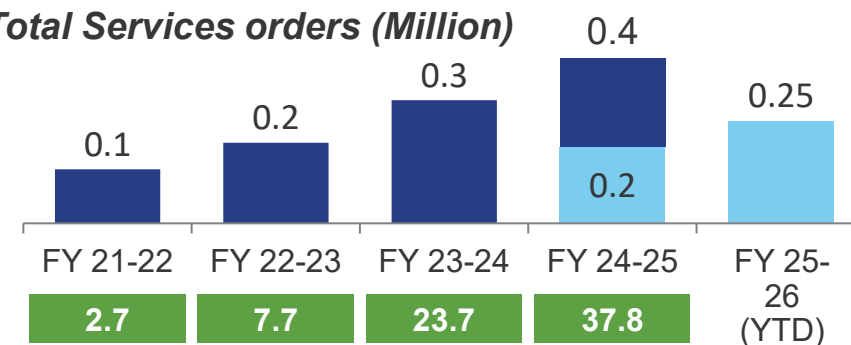
Total Product orders (Million)



Total Order Value (Billion USD)



Total Services orders (Million)



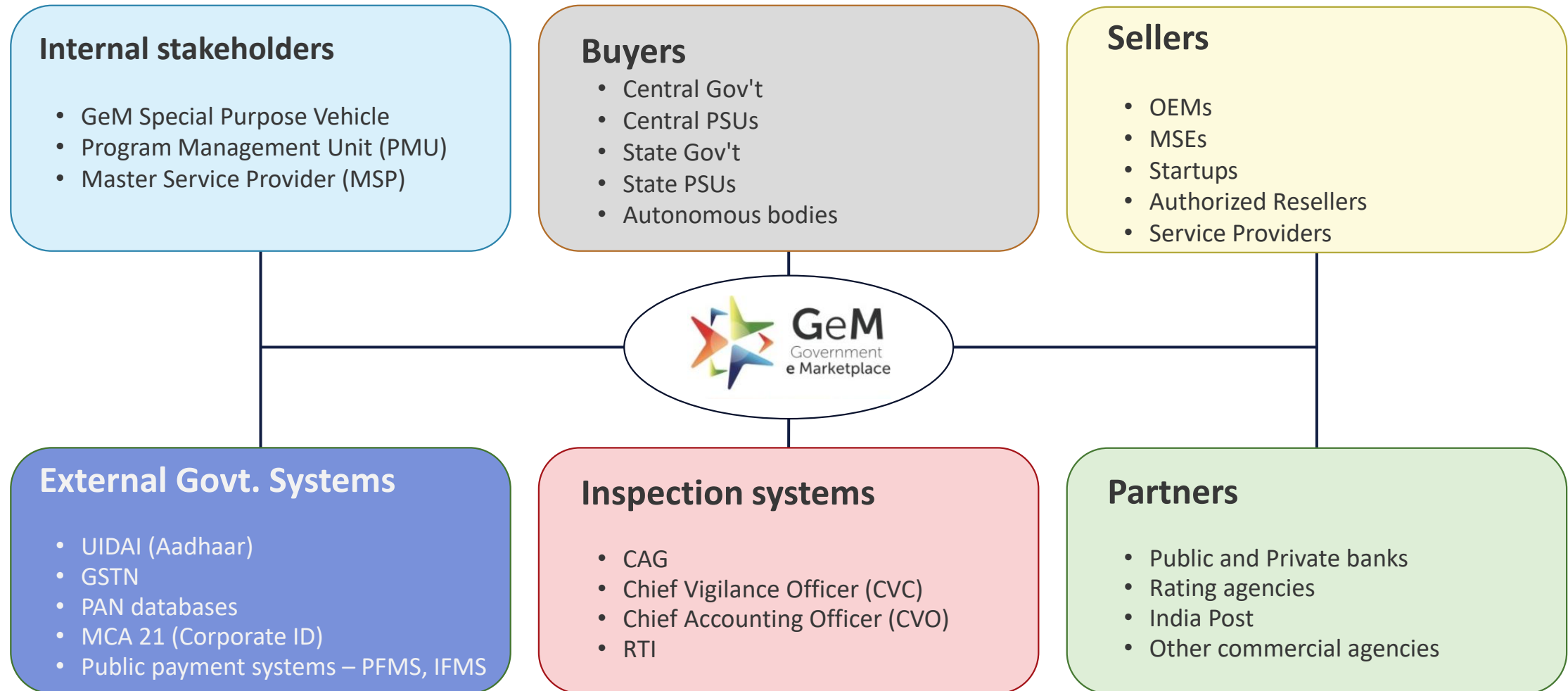
Total Order Value (INR L Cr)



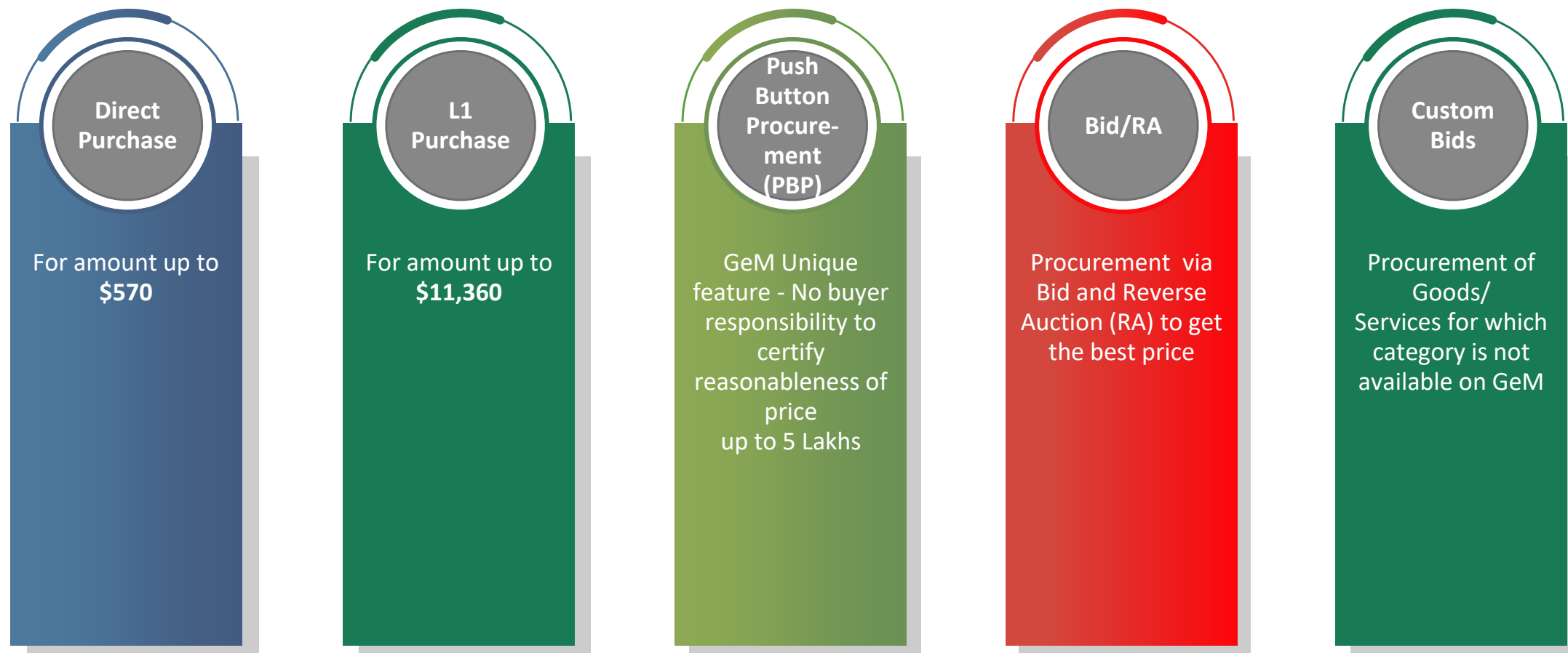
Services contributed \$ 87 B, while Products have contributed \$ 93 B to total GMV since inception

GeM is a one stop digital procurement portal integrating public and private stakeholders

Not exhaustive



Various e-Procurement modes offered by GeM





Enabling **Efficiency** in public procurement processes

- 1 **Instant procurement enabled** through Direct Purchase and L1 Purchase (~1.2 Cr. orders¹)
- 2 **Automated bid creation workflows** with pre-defined specifications (18.3 Lakh Bids created¹)
- 3 **Reduced bidding time** cycles (~10 days¹)
- 4 **Bid evaluation time reduced**²



Significant strides made towards **Inclusivity**

- 1 Marketplace filters for MSEs/ Startups and Women Entrepreneurs
- 2 ~45% procurement through Micro and Small Enterprises
- 3 8 dedicated online outlets¹ for inclusive products
- 4 Special drives to onboard sellers including marginalized seller groups

Major Challenges and Lessons Along the Way

Challenges	Lessons
Addressing digital literacy gaps among buyer and seller organizations.	Early stakeholder engagement and ongoing training are essential for successful adoption.
Integrating fragmented and legacy departmental systems with the GeM platform.	Streamlined processes and multilingual support significantly enhance inclusivity.
Managing change and driving user adoption across a diverse stakeholder ecosystem.	Collaboration between technology teams and departments ensures smoother rollouts.
Strengthening cybersecurity measures and ensuring data integrity as the user base expanded.	Data analytics is vital for monitoring efficiency and identifying areas for improvement.
Maintaining consistent, reliable service delivery during periods of rapid scale-up.	Agile implementation allows the platform to adapt effectively to evolving procurement needs.



Relevance for Developing Member Countries (DMCs)

- 1 GeM's model demonstrates how digital procurement platforms can transform governance through transparency, efficiency, and inclusion.
- 2 Provides a scalable and replicable framework for Developing Member Countries (DMCs) aiming to modernize public procurement.
- 3 Encourages participation of MSMEs and startups, fostering equitable economic growth and regional competitiveness.
- 4 Offers a case study in integrating procurement with digital identity, tax, and financial systems for end-to-end accountability.
- 5 Serves as a model for South–South knowledge exchange under ADB collaboration programs.

GeM – System size, Scale and Complexity

Users	9K Page views/sec 1.5Mn interactions/day	3.8L Buyers	167K Primary 225K Secondary	~1Cr Sellers	24K OEMs 61L Resellers	11L MSEs 34K Startups
~16K Concurrent Users	1.3K user authentication requests/minute, 375 OTP Validations/Minute	~20% Users are accessing GeM from mobiles/tabs (steady increase)			~40% Users are from NCR (steady reduction)	

Transactions	INR ~1172 Cr daily average GMV	1684+ Bids published/Daily	22,000 Participations/day	17950+ Orders/day	~6K documents digitally / e-signed per day	160+ Bid Variations	1Cr Lines of Code across Key Modules
~700+ Incidents Per day by buyers/sellers	1.8 Crore Emails/month 1 Crore SMS/month						7500+ Test Scenarios, ~5 test cases per scenario

Operations	40K PA/BA request per month, TAT of 1.33 days	1.1 lakh monthly calls to Call Centre With 81% First Call resolution	42,000+ Tickets closed by L1	14335 Trainings 1 lakh Avg Participants/Year	464K Social Media Followers ~677K Social Media Impressions/month	510+ major features and enhancements for performance delivered in last FY
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Security	43 SIEM rules on 283 Devices	~ 350-400 Threat Alerts/month	60-70 Malicious IPs Blocked/month	~800K HSM Asymmetric Keys	~150 SRs/month in SOC
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Platform & Data	44K Attributes 4000 Tables across 19 App Schemas	51 TB of Master DB Stores	Compute of ~2.7 K VCPU 10 TB RAM	400+ Dashboards & Reports	~ 4000 TPS and ~ 140K QPS on DBs
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Integrations

Payment Integration with **22 Banks**
(Integrations with Railways, CPSE, MoPR & India Post)

ERP Integrations with **45 CPSEs/PSU**
(13 more in progress)

98 Clients
Integrated in 6 patterns across 3 technologies

Unique integrations with MCA, UIDAI, Income Tax, Social Media, GSTIN, Udyam, GeM SAHAY



Enabling **Transparency** in public procurement

- 1 Fully online vendor registration process
- 2 Bid and contract details available in public domain
- 3 Automated and rule-bound/ GFR compliant bidding engine
- 4 Bid representation and challenge rejection window
- 5 Run L1 and Random 10 selection mechanism
- 6 Forced Reverse Auction in case of multiple L1 offers
- 7 Masked bidder identities in reverse auctions until closure to ensure fairness

Role of the IT Platform & Its Journey with the MSP



Built from scratch as a secure, scalable, modular e-marketplace to serve diverse government procurement needs



Adopted agile methodology with rapid iterations, defined sprints, and continuous stakeholder feedback for quick feature rollouts



Achieved pilot launch within five months, covering core workflows and limited goods for early adopter ministries



Gradually added advanced features like e-bidding, reverse auctions, demand aggregation, and analytics dashboards



Integrated with key national systems (Aadhaar, PAN, MCA21, GSTN, PFMS) to enable secure registrations and online payments



Continued collaboration with MSP for iterative upgrades, feature enhancements, and user training to ensure platform evolution

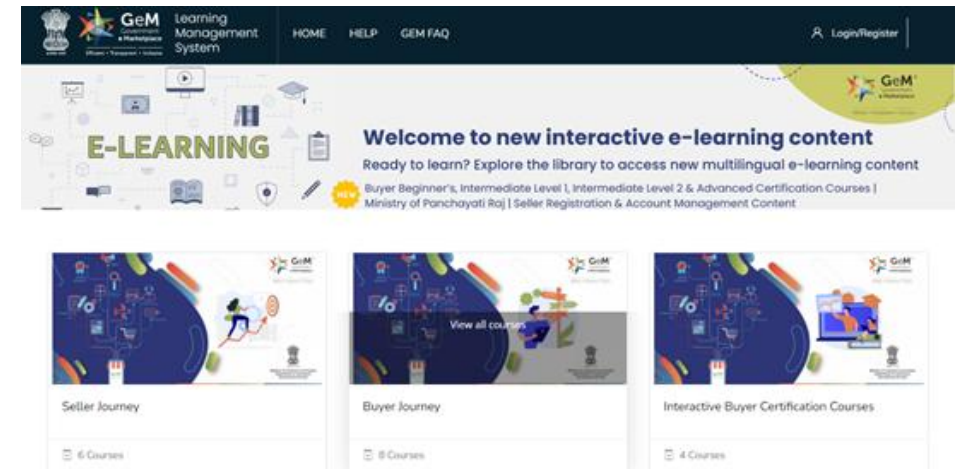
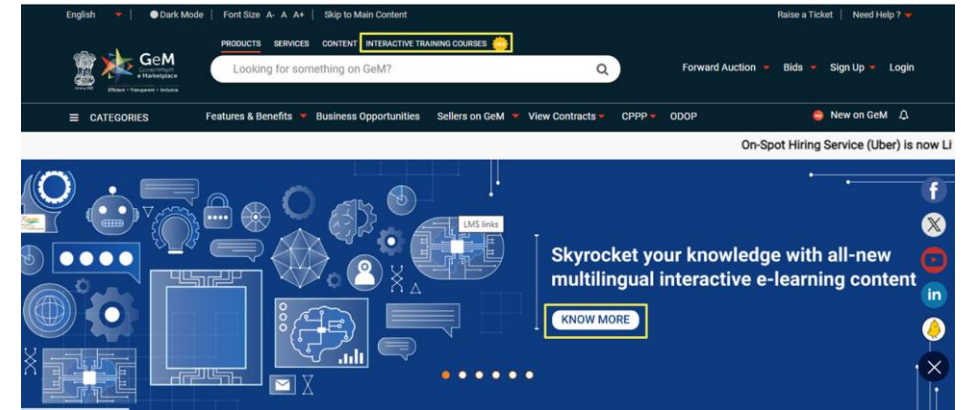


Cost Savings

- Independent study conducted by the **World Bank and IIM Lucknow**
 - Estimated an **average savings of 9.75%** from the median price.
 - Participation of each bidder translates into an additional saving of **0.55%**.
- The **Economic Survey** highlighted a cost comparison for 22 common-use goods
 - Prices on GeM were observed to be **9.5% lower** in comparison with other online platforms for 10 out of 22 commodities.
- 90% of the buyers (out of 5,000 respondents) acknowledged savings of up to 20% while procuring through GeM (**Axis My India Survey**).
- **Major reasons:** Higher seller participation, information symmetry and availability, bulk discounts, better price discovery functionalities such as reverse auction and demand aggregation

Interactive multi-lingual e-learning courses

- GeM is amongst the first few Government Organisations / Departments to enable access to multilingual & interactive e-Learning certification courses.
- The interactive Learning Management System and eLearning content is currently accessible in twelve languages – Hindi, English, Gujarati, Marathi, Odiya, Tamil, Assamese, Bengali, Punjabi, Telugu, Kannada and Malayalam.
- GeM Interactive LMS offers Buyer Certification Courses which allow Government Buyers & other GeM users gain proficiency in navigating GeM. Four certification stages have been introduced – Bronze, Silver, Gold and Platinum.
- Interactive & multilingual e-learning courses have also been offered for Seller on various topics ranging from Registration to Order Fulfilment.





Future Outlook

- 1 Expansion of GeM to include AI-based procurement insights, predictive analytics, and blockchain-backed smart contracting.
- 2 Enhanced focus on Sustainable Procurement and green supply chains.
- 3 Greater regional cooperation among DMCs for interoperable e-GP frameworks and knowledge sharing.

PROCESS FOR REGISTERING A GRIEVANCE ON GEM PORTAL



Voice (Available
in 12 Languages)

- Toll Free Numbers (Inbound): Call, 1800-419-3436 / 1800-102-3436
- Railway Helpline: 0755-6627300, Defence Helpline: 0755-6627400
- Available 9:00 am - 10:00 pm, Mon to Fri



Email

- Mail us at: helpdesk-gem@gov.in



Website

- To Raise a Ticket; visit <https://gem.gov.in/gemtickets>



Chat

- GeMAI Bot option is available on GeM Portal



Walk-In
(Face to Face)

- Helpdesk Walk-In Address: 2nd Floor, Jeevan Tara Building, 5-Sansad Marg, Near Patel Chowk, New Delhi-110001
- Available 9:00 am - 06:00 pm, Mon to Fri



Social Media

- @GeM_India
- Available on Facebook, X, You Tube, LinkedIn, Koo



Thank You