

CASE STUDY

GeM: Transforming Public Procurement in India Through Digital Transformation

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Introduction

The National e-Governance Division (NeGD), under the Ministry of Electronics & Information Technology (MeitY), is at the forefront of realizing the Digital India vision. A cornerstone of this mission is Capacity Building (CB), which empowers government officials and stakeholders with the expertise needed to implement and sustain transformative digital initiatives.

This case study, "GeM: Transforming Public Procurement in India Through Digital Transformation," is part of NeGD's ongoing commitment to document, analyze, and share best practices in digital governance and innovation. Developed by internal experts at the Capacity Building Division, this study offers a comprehensive exploration of how digital platforms and modern IT architectures are reshaping India's public procurement landscape—enhancing efficiency, transparency, and inclusivity across government operations.

As digital technologies become increasingly integrated into procurement processes—through unified portals, real-time dashboards, automated bidding, and secure payment systems—the imperative to ensure ethical, secure, and reliable use of these platforms grows. The study examines both the opportunities and challenges of digital transformation, including issues of interoperability, data security, stakeholder engagement, and the need for robust governance frameworks.

Our methodology combines in-depth research, analysis of policy and security frameworks, and interviews with key stakeholders and domain experts who are shaping India's approach to digital procurement. This ensures that the narratives are accurate and enriched with practical insights and firsthand perspectives.

The objective of this repository is to serve as a valuable knowledge asset for policymakers, program managers, technologists, and implementers at all levels of government. By facilitating learning and enabling the development of robust, responsive digital solutions, it supports the broader Digital India initiative and the evolution of a citizen-centric, transparent, and sustainable procurement ecosystem.



Acknowledgment

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I would like to express my sincere gratitude to the National e-Governance Division (NeGD) and the Ministry of Electronics & Information Technology (MeitY) for their visionary leadership and unwavering commitment to advancing digital governance in India. Their guidance and encouragement have been instrumental in shaping the direction and depth of this study.

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GeM: Transforming Public Procurement in India Through Digital Transformation

Executive Summary

India's public procurement system has long been challenged by inefficiencies, opacity, and fragmentation. Ministries and departments operated in silos, relying on manual processes or disparate systems that lacked transparency and standardization. These limitations led to inflated costs, procurement delays, and restricted access for small and remote vendors. Recognizing the need for a transformative solution, the Government of India launched the Government e-Marketplace (GeM) in 2016—a bold initiative aimed at digitizing procurement across the public sector.

GeM is India's flagship digital procurement platform, designed to revolutionize how government entities purchase goods and services. By leveraging scalable IT infrastructure, modular architecture, and data-driven systems, GeM unified procurement across thousands of government organizations. The platform's design emphasizes interoperability, user-centric engineering, and policy alignment, enabling it to deliver transparency, efficiency, and inclusivity. Beyond its immediate impact, GeM has laid the foundation for future innovations such as AI-driven procurement intelligence, predictive analytics, and blockchain-based audit trails.

At the heart of GeM's success is its unified portal, which has dramatically simplified e-procurement for buyers nationwide. Government buyers trust GeM for the seamless experience it offers—ranging from intuitive navigation and real-time dashboards to a vast catalogue of products and services. The platform's reach has empowered buyers to connect with remote sellers across India, fostering a more inclusive and competitive marketplace. Over the years, GeM has witnessed a remarkable surge in seller participation, with MSMEs, startups, and large enterprises joining the platform in unprecedented numbers.

GeM has consistently focused on adding value to its users by promoting cost-efficiency and transparency. Since its inception, Central Public Sector Undertakings (CPSUs) and other government bodies have leveraged GeM to make more strategic and efficient purchases. The platform's features—such as reverse auctions, e-bidding, and automated comparisons—have enabled buyers to secure better deals while ensuring compliance with procurement policies. Ministries and departments have come to rely on GeM not just for its operational convenience but for its ability to deliver measurable savings and improved procurement outcomes.

One of GeM's most transformative contributions is its support for sustainable and paperless procurement. The platform's digital-first approach has helped ministries cut down on time, effort,

and administrative overhead. Transactions that once required weeks of paperwork and approvals can now be completed in hours, with full traceability and auditability. This shift has not only improved operational efficiency but also enhanced governance and accountability across the procurement lifecycle.

With over ₹5 lakh crore in transactions in Fy2024-25 and millions of users onboarded, GeM stands as a model for platform-led governance. Its success is a testament to the power of technology when applied thoughtfully to public service delivery. By combining robust infrastructure with policy intelligence and stakeholder engagement, GeM has redefined how India approaches public procurement. Through features like e-bidding, reverse auctions, vendor rating systems, and real-time dashboards, GeM has not only reduced costs and improved vendor participation but also standardized procurement practices across departments. As India continues to embrace digital transformation, GeM serves as a blueprint for scalable, inclusive, and transparent public platforms.



Objectives

From a platform and IT perspective, the Government e-Marketplace (GeM) was conceived with a set of ambitious and forward-looking goals aimed at transforming public procurement in India. At its core, GeM sought to develop a cloud-native, modular architecture capable of scaling seamlessly across thousands of government entities. This architectural choice needed to ensure flexibility, resilience, and the ability to deploy new features rapidly without disrupting existing operations. The modular design needed to enable independent service components—such as catalogue management, bidding engines, and payment systems—to evolve and integrate efficiently.

A key technical objective was to facilitate seamless integration with critical government databases and APIs. These included the Goods and Services Tax Network (GSTN), Permanent Account Number (PAN), Aadhaar, and Udyam registration portals. Such integrations were essential for automating vendor verification, ensuring regulatory compliance, and minimizing manual errors. By connecting to these national platforms, the need was to create a unified digital ecosystem that supported real-time data exchange and dynamic policy enforcement.

Security needed to be a foundational pillar of GeM's IT strategy. The platform needed to be built with robust identity and access management systems to ensure that only authorized users could access sensitive procurement data. Role-based access controls, multi-factor authentication, and encryption protocols were needed to safeguard transactions and maintain data integrity. These measures were especially critical given the scale of operations and the sensitivity of financial and vendor information.

To promote accessibility and inclusivity, GeM needed to prioritize multilingual interfaces and mobile-friendly design. This would allow users from diverse linguistic backgrounds and remote regions to engage with the platform easily. Mobile access would empower, small vendors, and decentralized procurement teams to participate in real-time, breaking down barriers to entry and enhancing user adoption.

Another strategic objective was to embed policy logic directly into the platform's workflows. This included preferential treatment for Micro and Small Enterprises (MSEs), alignment with the Make in India initiative, and filters for green and sustainable procurement.

GeM also aimed to empower decision-makers with real-time dashboards and analytics. These tools would provide visibility into procurement trends, vendor performance, and compliance metrics—enabling data-driven governance and strategic planning.

These platform-level objectives were tightly aligned with broader strategic goals. GeM aimed to digitize procurement processes, eliminate manual inefficiencies, and improve traceability. Transparency was a cornerstone of the platform's strategy, achieved through audit trails, real-time tracking, and automated reporting. Inclusivity was central to its mission, with active onboarding of MSMEs, startups, and regional vendors to democratize access to government markets. Cost optimization needed to be realized through demand aggregation and competitive bidding, while compliance with government policies and quality standards was embedded into the platform's logic. Lastly, GeM sought to standardize procurement practices across departments and states, reducing variability and improving consistency nationwide.

As part of this vision, the Honourable Finance Minister announced in the FY 2016–17 Budget speech the creation of a technology-driven platform to facilitate the procurement of goods and

services by various ministries and government agencies. The Ministry of Commerce & Industry launched the Government e-Marketplace (GeM) on 9th August, 2016. Developed under the Digital India initiative, GeM was envisioned not merely as a marketplace, but as a scalable, secure, and inclusive technology platform capable of transforming procurement across central ministries, state governments, public sector undertakings (PSUs), and autonomous bodies.

Stakeholders Involved

The success of the Government e-Marketplace (GeM) was not solely a product of technological innovation—it was the result of coordinated efforts and sustained engagement among a diverse set of stakeholders across government, industry, and civil society. From policy oversight to platform operations, infrastructure support to vendor participation, each stakeholder played a vital role in shaping, scaling, and sustaining the platform.

The Directorate General of Supplies & Goods (DGS&D), with technical support from the National e-Governance Division (NeGD) under the Ministry of Electronics and Information Technology (MeitY), developed the first prototype of GeM portal.

To further develop the portal and ensure continuous enhancement, adoption and usability, a Managed Services Provider was selected through RFP process. At the heart of GeM's development and governance was the **GeM SPV Tech Team**, which led the platform's design, DevOps, and operational strategy. This team was responsible for building the modular architecture, implementing security protocols, and ensuring scalability and resilience. Their work laid the technical foundation for GeM's rapid growth and adaptability.

The **Managed Service Provider (MSP)** played a key role in development, enhancement, training, helpdesk operations, and field-level support. They conducted onboarding sessions, resolved technical issues, and ensured that both buyers and sellers could navigate the platform effectively. MSP was instrumental in driving adoption across remote and underserved regions.

Buyer Organizations on the Government e-Marketplace (GeM) platform span a wide spectrum of public sector entities. At the core are Central Government ministries and departments, which use GeM to procure goods and services for administrative, developmental, and operational needs. Complementing them are Central Public Sector Undertakings (CPSUs)—large government-owned enterprises that leverage GeM for strategic sourcing. State Governments and their respective departments also actively participate, using the platform to standardize procurement practices and improve transparency at the regional level. Alongside them, State PSUs utilize GeM to streamline purchases and align with state-specific policy mandates. Finally, Autonomous Bodies, including regulatory authorities, research institutions, and statutory commissions, benefit from GeM's simplified workflows and compliance features. Together, these buyer categories

form the backbone of GeM's ecosystem, driving demand, reinforcing its role as India's unified public procurement solution. Through continuous feedback, these buyers influenced platform enhancements, workflow optimizations, and policy implementations—making GeM more responsive and user-friendly.

On the supply side, **Sellers** on the Government e-Marketplace (GeM) represent a diverse and dynamic ecosystem, reflecting India's commitment to inclusive and competitive public procurement. At the forefront are **Original Equipment Manufacturers (OEMs)**, who list their products directly, ensuring authenticity and quality assurance for government buyers. **Micro and Small Enterprises (MSEs)** and **Startups** form a vital segment, empowered by simplified onboarding and policy preferences that promote local entrepreneurship and economic inclusion. **Authorized Resellers** play a key role in expanding product availability, especially for branded goods and specialized equipment, while ensuring compliance with manufacturer standards. Lastly, **Service Providers** offer a wide range of professional and technical services—from IT support and consulting to logistics and facility management—catering to the operational needs of government entities. Together, these seller categories enrich GeM's marketplace, foster healthy competition, and contribute to more efficient, transparent, and responsive procurement across India. These sellers interact with GeM through self-service onboarding tools and catalogue management system.

The Government e-Marketplace (GeM) operates within a framework of rigorous inspection and oversight systems to ensure transparency, accountability, and compliance in public procurement. Several institutional mechanisms contribute to this governance structure:

- **Comptroller and Auditor General (CAG):** As India's supreme audit institution, the CAG plays a critical role in auditing procurement activities conducted through GeM. It ensures that public funds are used efficiently and that procurement decisions align with financial regulations and policy mandates.
- **Central Vigilance Commission (CVC):** The CVC oversees vigilance and integrity in public administration. It monitors procurement practices on GeM to detect and prevent corruption, enforce ethical standards, and promote fair competition among vendors.
- **Controller General of Defence Accounts (CGDA):** For defense-related procurement, the CGDA ensures financial scrutiny and procedural compliance. It audits transactions and validates procurement workflows to maintain accountability within defense establishments using GeM.
- **Right to Information (RTI):** GeM's digital architecture supports transparency by enabling public access to procurement data under the RTI Act. Citizens can request information about

purchases, vendors, and decision-making processes, reinforcing democratic oversight and public trust.

Together, these inspection systems form a multi-layered governance model that strengthens GeM's credibility and ensures that public procurement remains transparent, ethical, and aligned with national standards. Their feedback was essential to develop the platform in a manner that ensures alignment to the transparency goals.

Ensuring compliance and data protection were the responsibilities of **security auditors**, who monitored the platform's adherence to CERT-In guidelines and other regulatory standards. Their oversight helped maintain trust in the system and safeguarded sensitive procurement data from cyber threats.

In addition to these core contributors, several other stakeholders played strategic roles in GeM's evolution. The **Ministry of Commerce & Industry** provided policy oversight and strategic direction, ensuring that the platform aligned with national procurement goals and governance standards. The **Quality Council of India** was tasked with vendor verification, ensuring that products and services offered on GeM met required standards. **State governments** were pivotal in driving regional adoption, conducting training programs, and integrating local procurement needs into the platform.

The collaborative efforts of these stakeholders were essential to GeM's success. Their combined expertise, feedback, and commitment enabled the platform to evolve rapidly, scale efficiently, and deliver on its promise of transparent, inclusive, and cost-effective public procurement.

Approach and Methodology

To build a robust, scalable, and inclusive digital procurement platform, the Government e-Marketplace (GeM) adopted a comprehensive platform engineering strategy. This approach was grounded in modern software architecture principles and tailored to meet the diverse and evolving needs of government buyers and vendors across India.

At the core of GeM's technical infrastructure is a **cloud-native architecture**, hosted on secure government empanelled cloud environments. This setup enables high availability, and rapid deployment of services. By leveraging cloud capabilities, GeM ensured consistent performance during peak usage and supports future growth without compromising reliability or security.

The platform is structured using a **microservices architecture**, which decomposes the system into modular components. Services such as cataloging, bidding, payments, and vendor

assessment operate independently, allowing for faster development cycles, simplified maintenance, and enhanced flexibility. This modularity supports incremental evolution, enabling new features to be added without disrupting existing workflows.

GeM follows an **API-first strategy**, facilitating seamless integration with critical government databases and services. APIs connect the platform with systems like GSTN, PAN, Aadhaar, Udyam, and various payment gateways. These integrations automate verification processes, improve data accuracy, and ensure compliance with regulatory requirements. The API-first model also enhances interoperability, positioning GeM as a central node in India's digital governance ecosystem.

A **centralized data lake** serves as the backbone for analytics and reporting. Procurement data from across the platform is aggregated and fed into business intelligence (BI) tools that generate dashboards, performance metrics, and compliance reports. These insights empower administrators and policymakers to make informed decisions, monitor trends, and identify areas for improvement.

Security is a top priority for GeM. The platform incorporates **role-based access control (RBAC)**, **encryption protocols**, and **multi-factor authentication (MFA)** to protect sensitive data and ensure that only authorized users can access specific functionalities. These measures align with CERT-In guidelines and global best practices, safeguarding the integrity of public procurement operations.

To support continuous innovation, GeM employs **DevOps practices** and **CI/CD pipelines**. These enable frequent updates, automated testing, and real-time monitoring, ensuring the platform remains responsive to user needs and policy changes. The DevOps culture fosters collaboration between development and operations teams, reducing downtime and accelerating feature rollouts.

Implementation Strategy

GeM's rollout followed a **phased implementation strategy**, beginning with few product categories and gradually expanding to more product and service categories aligned with expansion to include central ministries, state governments, and public sector undertakings. This approach allowed the team to test features, gather feedback, and refine workflows.

Stakeholder engagement was a cornerstone of the implementation strategy. The GeM team conducted consultations, workshops, and training sessions with buyers, sellers, and

administrators to understand their needs and build trust. These interactions helped shape the platform's user experience and fostered a sense of ownership among participants.

Technical integration with national databases such as Aadhaar, PAN, and GSTN was prioritized to streamline registration, verification, and compliance processes. These integrations reduced manual effort, improved data accuracy, and enhanced the overall efficiency of procurement workflows.

GeM connects with **GSTN (Goods and Services Tax Network)** and **PAN (Permanent Account Number)** databases to facilitate tax compliance and vendor verification. These integrations automate credential validation, reduce manual errors, and ensure that only eligible vendors participate in government procurement.

For **MSME and individual authentication**, GeM integrates with **Udyam Registration** and **Aadhaar** systems. This allows small businesses and individual entrepreneurs to onboard quickly and securely, promoting inclusivity and expanding the supplier base. These integrations also support policy enforcement related to MSE preferences and local sourcing.

GeM incorporates **policy engines** that dynamically enforce procurement rules and government mandates. These engines apply filters for MSE preference, Make in India compliance, green procurement, and other strategic priorities. By embedding policy logic into platform workflows, GeM ensures that every transaction aligns with national governance goals.

These ecosystem integrations transform GeM from a standalone marketplace into a **comprehensive, end-to-end procurement solution**. They enable automation, reduce friction, and enhance the overall user experience—making public procurement more transparent, efficient, and inclusive.

To empower users, GeM introduced a suite of **digital tools**, including e-bidding modules, reverse auction engines, and real-time dashboards. These tools enabled transparent price discovery, competitive procurement, and data-driven decision-making.

Capacity building was also a key focus. The platform launched vendor onboarding programs, buyer training modules, and multilingual support systems to ensure that users from diverse backgrounds could engage effectively. These initiatives helped bridge digital literacy gaps and accelerated platform adoption.

Solution and Implementation

An **agile development model** was adopted to ensure flexibility and responsiveness. Platform updates were released iteratively, incorporating user feedback and policy changes. This iterative process enabled continuous improvement and ensured alignment with stakeholder expectations.

Platform Features

The Government e-Marketplace (GeM) incorporates a suite of advanced features that enhance its utility, scalability, and impact. These features are designed to streamline procurement workflows, promote transparency, and improve user experience across the board.

One of the foundational features of GeM is **Unified Registration**, which simplifies the onboarding process for both buyers and sellers. By leveraging Aadhaar and PAN-based verification, the platform ensures secure, real-time authentication while reducing manual paperwork. This seamless registration process has significantly lowered the entry barrier for MSMEs, startups, and regional vendors, promoting inclusivity and expanding the supplier base.

To manage the vast array of products and services available on the platform, GeM introduced a **Category Management System (CMS)**. CMS helps classify offerings into standardized categories, enabling efficient search, comparison, and procurement. The CMS ensures consistency across listings and supports dynamic updates as new categories emerge or evolve.

GeM's **Procurement Modules** are central to its functionality. These include options for direct purchase, L1 price comparison, e-bidding, and reverse auctions. These tools empower buyers to make informed decisions, foster competitive pricing, and ensure transparency in vendor selection. The reverse auction feature, in particular, has been instrumental in driving down procurement costs while maintaining quality standards. Buyers initiate bidding processes with clear specifications, and vendors compete transparently—driving value for public funds and enhancing accountability.

Digital Payments and Invoice Tracking streamline financial transactions and ensure timely disbursements. Integrated with banking systems and government financial platforms, these tools reduce delays, improve vendor cash flow, and enhance financial governance through automated reconciliation and audit trails. The Government e-Marketplace (GeM) supports a diverse range of payment systems to accommodate the varied financial workflows of public sector entities across India. **Public Finance Management System (PFMS)** is primarily used by Central Government civil ministries, ensuring direct integration with national financial oversight mechanisms. **Integrated Financial Management System (IFMS)** serves the needs of State Government ministries, enabling state-level budgetary control and expenditure tracking. For defense-related procurement, the **Controller General of Defence Accounts (CGDA)** provides a specialized payment channel tailored to military financial protocols. Organizations not linked to PFMS utilize the **GeM Pool Account (GPA)**, which operates under two models—**Challan** and **Non-Challan**—offering flexibility in fund management and transaction execution. The **Railway Payment System** is exclusively used by the Indian Railways, reflecting its unique operational and financial structure. Additionally, **Internet Banking** acts as a secure payment

gateway for real-time transactions. GeM also integrates with **Enterprise Resource Planning (ERP) systems** of various Central Public Sector Enterprises (CPSEs), allowing seamless financial reconciliation within existing enterprise frameworks. For entities preferring traditional methods, GeM accommodates **offline payments** through **NEFT, RTGS, and cheques**, ensuring inclusivity and operational continuity across all levels of government. This multi-modal payment architecture reinforces GeM's adaptability, transparency, and alignment with India's complex public finance ecosystem.

To support **data-driven governance**, GeM offers **Real-Time Dashboards** powered by business intelligence tools. These dashboards provide ministries, state governments, and central agencies with actionable insights into procurement trends, vendor performance, and compliance metrics. The dashboards are customizable and designed to support both operational and strategic decision-making.

Policy compliance is embedded into the platform through **Policy Filters**, which dynamically enforce procurement preferences such as MSE participation, local content requirements, and green procurement initiatives. These filters ensure that every transaction aligns with national policy goals and supports broader economic and sustainability objectives.

The **Vendor Rating System** fosters trust and accountability by evaluating sellers based on performance metrics such as delivery timelines, product quality, and compliance. Ratings are visible to buyers and influence procurement decisions, encouraging vendors to uphold high standards.

Mobile Access has significantly extended GeM's reach. By enabling access through smartphones and tablets, the platform empowers users in rural and remote areas to participate in public procurement. Multilingual interfaces and offline capabilities make the platform more inclusive and accessible, bridging digital divides.

GeM's **Learning Management System (LMS)** is designed to be inclusive and accessible, offering e-learning content in twelve regional languages: Hindi, English, Gujarati, Marathi, Odiya, Tamil, Assamese, Bengali, Punjabi, Telugu, Kannada, and Malayalam. This multilingual approach ensures that users from diverse linguistic backgrounds can comfortably engage with the platform and enhance their understanding without language barriers. To empower government buyers and other GeM users, the platform offers structured Buyer Certification Courses. These courses are designed to build proficiency in navigating and utilizing GeM effectively. GeM also provides interactive e-learning courses tailored specifically for sellers. These modules cover a wide range of topics, from initial registration and brand approval to order fulfillment and invoice management. By offering practical, step-by-step guidance, the LMS helps sellers streamline their operations and maximize their success on the platform. The LMS is not only multilingual but also

highly interactive, making learning engaging and effective. Users can track their progress, revisit modules, and test their knowledge through quizzes and assessments. This hands-on approach ensures better retention and real-world application of the concepts learned.

Outcomes and Results

Since its inception, GeM has delivered transformative results, redefining public procurement in India through scale, efficiency, and inclusivity. At the heart of its success lies the platform's ability to handle high-volume transactions with resilience and agility. Since its inception, GeM has facilitated more than 3.0 crore orders worth over ₹ 15 lakh crore maintaining zero downtime even during peak periods—underscoring its robust infrastructure and operational maturity.

User adoption has been a major achievement. Central ministries, state departments, and PSUs—with more than 166000 primary buyers have onboarded the platform. On the supply side, GeM has attracted over 23.5 lakh sellers who have completed their profile, ranging from large enterprises to MSMEs and startups. This vibrant marketplace has fostered innovation, competition, and diversity in public procurement.

Efficiency gains have been substantial. Procurement cycle times have significantly reduced by transforming processes that once took weeks into streamlined workflows completed within days. This acceleration has improved service delivery, reduced administrative overhead, and enabled faster execution of government projects.

Cost savings have emerged as a standout outcome. Through competitive bidding, reverse auctions, and demand aggregation, GeM has enabled buyers to secure better deals. This has resulted into significant savings for the public exchequer allowing departments to reallocate resources toward development and citizen services.

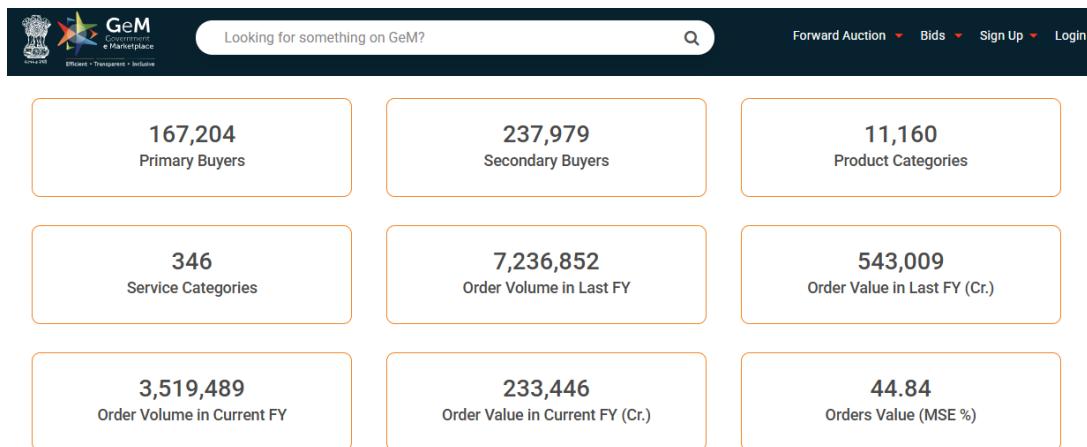
GeM's emphasis on **data visibility** has empowered administrators and policymakers with real-time insights. Analytics tools have facilitated fraud detection, policy tracking, and performance monitoring. Dashboards offer granular views of procurement trends, vendor reliability, and compliance metrics—supporting data-driven governance and strategic planning.

Security and compliance have been rigorously upheld. GeM has passed multiple independent audits and adheres to CERT-In guidelines, ensuring that procurement data is protected and transactions are secure. Role-based access controls, encryption protocols, and multi-factor authentication further strengthen the platform's cybersecurity posture.

Tangible Results

The measurable impact of GeM is reflected in several key statistics:

The Government e-Marketplace (GeM) has emerged as India's largest and most dynamic public procurement platform, with an expansive and rapidly growing ecosystem. As of FY 2024–25, GeM has onboarded over **166,000 primary buyers**, including central ministries, state departments, PSUs, and autonomous bodies—demonstrating widespread institutional adoption across the country. The platform offers an extensive catalog of **11,000+ product categories** and **340+ service categories**, catering to a diverse range of procurement needs from office supplies and IT equipment to consulting, logistics, and facility management. On the supply side, over 44% of order value has been bagged by MSME's, reflecting its commitment to inclusivity and ease of access for MSMEs, startups, and large enterprises alike. The platform's operational scale is underscored by its impressive **Gross Merchandise Value (GMV) of ₹5,43,009 crore** in FY 2024–25, alongside **72,36,852 completed orders**—a testament to its efficiency, reliability, and transformative impact on public procurement in India. These figures highlight GeM's role not just as a transactional portal, but as a strategic enabler of transparent, cost-effective, and scalable governance



Figures as on 13th Oct, 2025 (Source: GeM Website)

Advantages for Buyers

🌐 Transparent and Streamlined Procurement

GeM offers a transparent and efficient procurement process, eliminating traditional complexities and delays. Buyers benefit from a user-friendly interface that simplifies the search, comparison, selection, and purchase of goods and services. The platform ensures real-time price comparisons across multiple suppliers, empowering buyers to make informed decisions with confidence.

🛍️ Extensive Product and Service Catalog

With over 11,000+ product categories and 340+ service categories, GeM provides a rich and diverse listing tailored to government procurement needs. Millions of sellers contribute to this vast catalogue, ensuring competitive pricing and wide availability. Whether it's office supplies or specialized services, buyers can find exactly what they need.

Flexible Purchase Options

GeM supports multiple procurement modes to suit different purchasing requirements:

- **Direct Purchase** for transactions up to ₹50,000
- **L1 Purchase** for amounts between ₹50,000 and ₹10 lakhs
- **Bid/RA and PAC (Proprietary Article Certificate) Bids** for specialized or high-value procurements
- **Push Button Procurement and Forward Auctions** for streamlined and competitive buying

This flexibility allows buyers to choose the most appropriate method based on urgency, value, and specificity.

Enhanced Delivery and Consignee Management

Buyers can specify multiple consignee locations and quantities, making logistics more manageable. The platform supports delivery periods up to 730 days, and even up to 6 years with approval, accommodating long-term contracts and phased deliveries. Pin-code-based seller selection further ensures localized and efficient fulfillment.

Real-Time Monitoring and Notifications

GeM's dashboard provides buyers with a clear view of supply status and payment tracking. Integrated notifications alert buyers about contract expiry, delivery delays, and potential cancellations. This proactive system helps maintain accountability and ensures timely action.

Customization and Control

Buyers can tailor procurement terms using the ATC (Additional Terms and Conditions) library and apply deductions at the time of bill generation. During technical evaluations, buyers can also manage MSE (Micro and Small Enterprises) preferences, promoting inclusivity and fair competition.

Secure and Integrated Payments

With 18 banks supporting the GeM Pool Account, buyers enjoy a secure and streamlined payment experience. The integrated system ensures timely disbursement and financial transparency, reducing administrative overhead.

Fair and Competitive Bidding

To promote fairness, GeM mandates participation from at least three sellers and two different OEMs in Bid/RA processes. If fewer participants are involved, buyers must obtain approval from the Competent Authority, ensuring accountability and competitive pricing.

Efficient Grievance Redressal

GeM's online grievance redressal mechanism allows buyers to resolve issues swiftly. Whether it's delivery delays or contract disputes, the platform ensures that concerns are addressed transparently and efficiently.

Advantages for Sellers

Access to a Nationwide Procurement Ecosystem

Selling on GeM opens doors to India's vast public procurement market, connecting sellers directly with government departments, ministries, and public sector organizations. This national exposure allows businesses to scale rapidly and tap into consistent demand from verified buyers across the country.

Inclusive and Cost-Free Registration

GeM offers a completely free registration process, making it accessible to businesses of all sizes. Special provisions are in place for startups, MSMEs, and Emporium products, ensuring that emerging and regional enterprises can compete on equal footing. Sellers from the North East and Jammu & Kashmir enjoy additional benefits, such as exemption from ITR during bid participation.

Seamless Digital Experience

The platform is fully online, paperless, and contactless, streamlining the entire selling process. From registration to order fulfillment, sellers can manage everything digitally. A comprehensive guide to registration prerequisites is available to help sellers onboard smoothly (see guide).

Simplified Brand Management

GeM has revamped its brand application and approval process, making it easier for sellers to list and promote their branded products. This ensures faster onboarding and better visibility for quality offerings.

Efficient Order and Invoice Handling

Sellers can generate multiple invoices for a single order, simplifying billing and financial management. The seller dashboard provides real-time insights into supplies, payments, and performance metrics, while the enhanced Business Cockpit offers advanced reporting tools and chart widgets based on OEM and MAIT recommendations.

Transparent Bidding and Auction Participation

GeM facilitates easy participation in bids and reverse auctions (RA), with features like a countdown clock to display remaining time for seller engagement. This transparency helps sellers plan and respond effectively, increasing their chances of winning contracts.

Dynamic Pricing and Market Responsiveness

Sellers can adjust prices based on market conditions, allowing them to stay competitive and responsive. This flexibility is especially valuable in volatile markets or when managing seasonal demand.

Clear Communication and Grievance Redressal

GeM ensures that sellers receive direct feedback, including reasons for rejection, helping them improve and adapt. An online grievance redressal mechanism is in place for quick resolution of disputes, fostering trust and accountability.

Intangible Results

Beyond the numbers, GeM has delivered a range of intangible benefits that have reshaped public procurement in India. One of the most significant outcomes is the **improved trust** in government procurement processes. By enhancing transparency, reducing manual intervention, and providing audit trails, GeM has built confidence among stakeholders and the public. Buyers now operate within a rule-based, data-driven, and auditable system, while vendors feel assured that opportunities are fairly distributed.

The platform has also enabled **greater vendor diversity and innovation**. By lowering entry barriers and simplifying registration, GeM has attracted a wide array of suppliers, including startups offering cutting-edge solutions. This diversity has enriched the marketplace and encouraged innovation in public service delivery. Vendors from remote regions and underserved sectors now have a direct channel to government buyers, fostering economic inclusion and regional development.

Policy compliance and auditability have been strengthened through automated enforcement mechanisms and real-time tracking. Buyers and administrators can ensure that procurement aligns with national priorities such as Make in India, MSE preference, and sustainable sourcing—without relying on manual checks or post-facto audits.

Finally, **buyer satisfaction** has increased significantly due to the platform's ease of use, intuitive design, and responsive support systems. Government officials report greater confidence in procurement decisions, faster turnaround times, and reduced administrative burden—all contributing to a more efficient and accountable public sector.

Together, these tangible and intangible outcomes reflect GeM's strategic value—not just as a procurement tool, but as a catalyst for digital transformation, economic inclusion, and good governance.

Challenges Faced

Despite its transformative impact, the implementation of the Government e-Marketplace (GeM) encountered a range of technical, operational, and organizational challenges. These hurdles tested the platform's resilience and shaped its evolution.

One of the foremost technical challenges was **integration with buyer organizations**. Many government departments operated on outdated systems that lacked interoperability with modern digital platforms. Syncing these legacy systems with GeM required the development of middleware solutions and custom connectors to enable seamless data exchange and workflow continuity.

Data quality posed another significant obstacle. Vendor information sourced from various departments and databases was often inconsistent, incomplete, or outdated. This compromised procurement accuracy and compliance. GeM addressed this by mandating that OEMs/Sellers (except those exempted) establish their credentials and fast track their sales by getting pre-assessed by Rail India Technical and Economic Service (RITES). GeM also deployed various AI-based solutions targeted towards fraud detection and prevention of malpractices enabling greater transparency in public procurement.

The **user experience** in the platform's early stages also presented challenges. Initial complexity in navigation and onboarding led to friction, especially for first-time users unfamiliar with digital procurement. Through iterative design improvements and user feedback, GeM simplified its interface, streamlined workflows, and introduced multilingual support to enhance accessibility. GeM also utilized Machine Learning solutions to simplify search thus ensuring better user experience.

Beyond technical issues, GeM faced several **organizational and operational challenges**. **Resistance to change** was common among departments accustomed to traditional procurement methods. Many officials were hesitant to abandon legacy systems and adopt new digital workflows. This resistance was mitigated through targeted change management strategies, leadership engagement, and demonstration of platform benefits.

Digital literacy gaps among vendors, especially those from rural and underserved regions, posed another barrier. Many suppliers lacked familiarity with online platforms and struggled with registration and cataloging processes. GeM responded with extensive training programs, including workshops, webinars, and multilingual tutorials tailored to different user groups.

Infrastructure limitations in rural areas—such as poor internet connectivity and limited access to digital devices—further hindered adoption. To overcome this, GeM optimized its platform for mobile use, enabling vendors to access services via smartphones. Offline capabilities and lightweight interfaces were introduced to support low-bandwidth environments.

Maintaining **quality assurance** across millions of products and services was a complex task. Ensuring consistent standards, accurate descriptions, and reliable delivery required robust compliance mechanisms. GeM implemented vendor rating systems to monitor performance and uphold procurement standards.

Data integration across multiple government databases was another challenge. Aligning systems like Aadhaar, PAN, GSTN, and Udyam securely and efficiently required careful planning and technical precision. GeM’s API-first strategy and secure authentication protocols helped streamline this process while maintaining data integrity and privacy.

To support users throughout these challenges, GeM established a comprehensive **helpdesk support system**, offering 24/7 assistance via phone, email, and chat. This ensured that buyers and sellers could resolve issues promptly and continue using the platform without disruption.

The platform also introduced **simplified onboarding procedures**, reducing documentation requirements and automating verification steps. This made it easier for vendors—especially MSMEs and startups—to join the marketplace and begin transacting quickly.

Finally, GeM implemented robust **feedback mechanisms**, including regular surveys, user interviews, and analytics tracking. Insights gathered from these channels informed platform updates, feature enhancements, and policy adjustments, ensuring that the system evolved in alignment with user needs and expectations.

Key Learnings

The journey of building and scaling GeM has yielded several critical insights that can inform future digital governance initiatives.

One of the most powerful lessons is the value of **platform thinking**. By designing GeM as a modular system with reusable components, the development team accelerated innovation, scaled efficiently, and adapted quickly to changing user needs and policy requirements. This approach enabled the platform to evolve organically while maintaining stability and performance.

Another key learning is the importance of **open APIs** in driving ecosystem growth. GeM's API-first strategy allowed seamless integration with external systems. This interoperability enhanced functionality and positioned GeM as a central node in India's digital public infrastructure.

The realization that **data is strategic** has been fundamental to GeM's success. By building centralized data lakes and embedding analytics tools, the platform empowered administrators with predictive insights, real-time monitoring, and policy enforcement capabilities. Data-driven decision-making has become a cornerstone of procurement governance.

Security emerged as a non-negotiable priority. GeM's proactive approach—through continuous audits, threat modeling, and real-time monitoring—ensured that the platform remained resilient against cyber threats. This commitment to security helped build trust among users and stakeholders.

Finally, the importance of **user-centric design** cannot be overstated. GeM's simplified workflows, multilingual support, and mobile accessibility significantly boosted adoption across diverse user groups. Designing with empathy and inclusivity made the platform more intuitive, impactful, and accessible.

While technology was the enabler, GeM's journey underscored that **behavioral change** is essential for true transformation. Many departments and users were initially resistant to abandoning legacy systems and manual processes. Addressing this required not just technical solutions but cultural shifts, training, and leadership engagement.

Stakeholder engagement proved to be a driving force behind adoption. Regular consultations, feedback loops, and collaborative design sessions helped align the platform with real-world needs and built a sense of ownership among users.

Inclusivity, GeM learned, must be intentional. Designing for diverse user needs—including those of MSMEs, startups, and rural vendors—required thoughtful interface design, multilingual support, and simplified onboarding processes. Without deliberate efforts, digital platforms risk excluding the very groups they aim to empower.

The principle of **continuous improvement** was vital. GeM's agile development model, combined with robust feedback mechanisms, allowed the platform to evolve rapidly and remain relevant. Iterative updates based on user input enhanced usability and trust.

Lastly, **policy alignment** ensured long-term sustainability. By embedding procurement policies—such as MSE preference and Make in India filters—into the platform's logic, GeM ensured that technology served governance goals rather than operating in isolation.

Best Practices

GeM's experience offers a set of best practices for future digital transformation efforts:

- **Start small, scale fast:** Pilot programs allowed the team to test features, gather feedback, and refine implementation before expanding nationally. This approach minimized risk and maximized learning.
- **Invest in training:** Capacity building—through workshops, webinars, and helpdesk support—enabled users to navigate the platform confidently and effectively.
- **Use data wisely:** Analytics supported operational efficiency and guided strategic decisions, policy enforcement, and performance monitoring.
- **Design for trust:** Features that enhanced transparency—such as audit trails, real-time dashboards, and vendor ratings—helped build credibility and fostered user confidence.
- **Celebrate success:** Recognizing milestones, sharing impact stories, and highlighting user achievements sustained momentum and encouraged continued engagement from stakeholders across the ecosystem.

Future Roadmap

As GeM continues to evolve, its future roadmap is focused on deepening platform intelligence, enhancing inclusivity, and aligning with global best practices in digital procurement. The next phase of development will introduce advanced technologies and strategic initiatives to further elevate its impact across governance, efficiency, and sustainability.

A key advancement is the integration of **AI-driven forecasting**. By leveraging predictive analytics, GeM aims to anticipate procurement needs across departments and ministries. This capability will enable proactive demand planning, reduce stockouts and over-purchasing, and optimize inventory management. AI models will analyze historical data, seasonal trends, and policy shifts to generate actionable insights for buyers.

GeM is also expanding its horizons through **global benchmarking and international partnerships**. The platform will pilot cross-border procurement initiatives, enabling collaboration with other countries and multilateral organizations. These efforts aim to position GeM as a global leader in digital public procurement, sharing best practices and exploring joint sourcing opportunities. Benchmarking against international standards will help refine platform features and ensure global competitiveness.

In response to growing environmental and social governance priorities, GeM will integrate **ESG (Environmental, Social, and Governance) metrics** into its procurement workflows. This includes tracking sustainability indicators, promoting ethical sourcing, and encouraging vendors to disclose ESG credentials. Buyers will be able to filter products and services based on

sustainability ratings, carbon footprint, and social impact—aligning procurement decisions with India's climate and development goals.

To improve accessibility and user engagement, GeM will introduce **voice and chat interfaces powered by conversational AI**. These interfaces will allow users—especially those with limited digital literacy or language barriers—to interact with the platform using natural language. Voice-enabled search, guided onboarding, and real-time support will make the platform more inclusive, particularly for rural vendors and first-time users. Chatbots will assist with queries, navigation, and troubleshooting, enhancing the overall user experience.

Together, these innovations represent a bold and forward-looking vision for GeM. By embracing emerging technologies and aligning with global standards, the platform is poised to become not just a national asset, but a global exemplar of digital governance. The roadmap reflects GeM's commitment to continuous improvement, strategic foresight, and inclusive growth—ensuring that public procurement in India remains transparent, efficient, and future-ready.

Conclusion

The Government e-Marketplace (GeM) has fundamentally transformed public procurement in India through a platform-led approach that seamlessly integrates technology, policy, and user experience. Its success is anchored in the strategic deployment of robust IT architecture, intelligent policy enforcement, and inclusive design principles. By digitizing procurement across ministries, departments, and public sector units, GeM has established a unified, transparent, and efficient ecosystem—setting a new benchmark for digital governance.



With millions of users onboarded and billions of rupees transacted, GeM has proven that digital platforms can deliver measurable impact at scale. The platform has significantly reduced

procurement cycle times, enhanced cost efficiency through competitive bidding, and strengthened transparency via real-time dashboards and audit trails. These outcomes have not only optimized public spending but also reinforced accountability and trust in government operations.

One of GeM's most transformative achievements is its ability to empower small and remote vendors. Through simplified onboarding, multilingual support, and integration with national databases, the platform has opened access to MSMEs, startups, and regional suppliers—diversifying the vendor base, stimulating local economies, and fostering innovation in public service delivery.

As India advances its digital governance agenda, GeM stands as a beacon of reform and innovation. It exemplifies how thoughtfully applied technology can address systemic inefficiencies, promote equitable access, and drive sustainable development. The platform's success has inspired confidence among stakeholders and positioned India as a global leader in digital public infrastructure.

Looking ahead, GeM's roadmap is both ambitious and visionary. Future plans include deeper integration with financial systems to streamline payments and reconciliation, the deployment of AI-driven procurement analytics for smarter decision-making, and the onboarding of international vendors to expand reach and impact. These initiatives will further enhance platform intelligence, foster global collaboration, and ensure GeM remains at the forefront of digital transformation.

In essence, GeM is more than a procurement portal—it is a strategic enabler of good governance, economic inclusion, and technological progress. Its journey reflects the power of collaboration, innovation, and resilience, offering valuable lessons for governments worldwide seeking to modernize public service delivery through digital platforms.