



Gem Seva

— सेवा • सहयोग • समृद्धि —

GeM Seva Kendra

— Benefits for Business —

One Roof

One Partner

Many Solutions

Unlimited Growth

Your Growth. Our Support.

One Platform. Unlimited Opportunities.

An Initiatives of -

OVERLOOK

M/s Overlook Media Pvt Ltd



Gem Seva

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GeM Seva Kendra

Benefits for Business

Your Growth. Our Support. **One Platform. Unlimited Opportunities.**

01



Access to Government Market

Get opportunities to participate in thousands of Government tenders across departments.

02



Business Growth

Increase your business visibility, sales, and profitability with consistent order opportunities.

03



Wider Buyer Network

Connect with verified Government buyers and PSUs across India on the GeM platform.

04



Improved Credibility

Enhance your brand value and credibility through Government recognition and successful transactions.

05



Certification Support

Get assistance for certifications like ISO, MSME, GST, NSIC, and more to strengthen your business profile.

06



Digital Enablement

Go digital with product listing, online presence, and digital business development support.

07



Financial Benefits

Improve cash flow and working capital through timely payments and business stability.

08



Compliance Assistance

Get expert support for legal, statutory, and GeM compliance requirements.

09



Business Development

Receive guidance on product improvement, market trends, and business expansion strategies.

10



Dedicated Support

Enjoy end-to-end support from registration to order fulfillment and beyond.

11



Networking Opportunities

Connect with other businesses, industry experts, and ecosystem partners.

12



Sustainable Growth

Build a strong, scalable and sustainable business for long-term success.

WHY CHOOSE GeM SEVA KENDRA?



One-stop Business Solution



Expert Guidance



Faster Documentation & Approvals



Cost-effective Professional Services



Empowering MSMEs for New India

An Initiative of -

OVERLOOK

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GeM Seva Kendra – A Complete Business Growth Ecosystem

GeM Seva Kendra is more than a GeM registration centre. It is a comprehensive MSME empowerment platform that integrates Government procurement, business registrations, certifications, digital transformation, consultancy, training, financial facilitation, and market access into a single service ecosystem.

By bringing all essential business services under one roof, GeM Seva Kendra enables entrepreneurs and enterprises to start, grow, compete, and succeed with confidence while creating sustainable business opportunities, employment, and economic development across India.

ALL ESSENTIAL BUSINESS SERVICES UNDER ONE ROOF



GOVERNMENT PROCUREMENT

GeM Registration, Tendering, Bidding, Order & Invoice Management



BUSINESS REGISTRATIONS

Udyam, GST, IEC, Startup India, NSIC & Other Registrations



CERTIFICATIONS & COMPLIANCES

ISO, BIS, CE, ZED, FSSAI & Other Certifications



DIGITAL TRANSFORMATION

Website, Branding, Digital Marketing, E-Catalogue & Online Presence



CONSULTANCY SERVICES

Business Planning, Project Reports, Market Research & Strategy



TRAINING & CAPACITY BUILDING

GeM Training, Tender Workshops, MSME Awareness & Skill Development



FINANCIAL FACILITATION

Loan Assistance, Subsidy Support, CGTMSE, Mudra Loans & More



MARKETING & MARKET ACCESS

Vendor Development, Market Linkages, Exhibitions & Buyer Connect



DOCUMENTATION SUPPORT

DSC, PAN, GST, Bank Documents, Affidavits, Authorizations & More



INTELLECTUAL PROPERTY

Trademark, Copyright, Patent Facilitation & IP Consulting

★ OUR VISION ★

“Empowering MSMEs • Enabling Government Procurement
• Building Strong Businesses • Creating Atmanirbhar Bharat.”



EMPOWERING MSMEs



ENABLING GOVERNMENT PROCUREMENT



BUILDING STRONG BUSINESSES



CREATING ATMANIRBHAR BHARAT





GeM Seva Kendra

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One Roof Solution for Government Procurement,
MSME Growth & Business Development

COMPANY OVERVIEW

GeM Seva Kendra is a comprehensive MSME Handholding, Government Procurement Facilitation, and Business Development Centre established to empower MSMEs, Manufacturers, OEMs, Traders, Startups, Women Entrepreneurs, Farmer Producer Organizations (FPOs), Cooperatives, Self Help Groups (SHGs), Service Providers, Educational Institutions, NGOs, and Entrepreneurs by providing complete business support services under one roof.

Unlike a conventional GeM registration consultancy, GeM Seva Kendra functions as a **complete business ecosystem**, enabling enterprises to start, register, certify, market, bid, grow, and scale their businesses through Government procurement opportunities and value-added professional services.



MSMEs &
Manufacturers



Government
Procurement
Facilitation



Business
Development
Support



Empowering
Entrepreneurs
& Startups



Certification
& Compliance
Assistance



Growth
& Market
Access

OUR MISSION IS:

**“One Partner –
Complete Business Growth Solutions.”**



ONE PARTNER



TRUSTED SUPPORT



END-TO-END
HANDHOLDING



SUSTAINABLE
GROWTH



PROFESSIONAL
SERVICES



EMPOWERING
INDIA



BENEFITS FOR PARTNERS

JOINING

GeM Seva Kendra

A GeM Seva Kendra Partner is not merely a service provider but becomes a **Business Growth Facilitator** offering multiple revenue-generating services from a single platform.

PARTNER BENEFITS



01

End-to-End MSME Handholding Services

Provide complete support to MSMEs from registration to growth, including GeM, compliance, certifications, and business development.



02

Multiple Revenue Streams

Earn through varied services like registrations, certifications, tender support, training, digital services, and more from one platform.



03

Ready Business Model

Get a proven, scalable, and low-risk business model with complete operational guidelines and support to start and grow quickly.



04

Government Scheme Facilitation

Help businesses access various government schemes, subsidies, and benefits, and build trust as a reliable local facilitator.



05

Franchise & Expansion Opportunities

Expand your business network with franchise opportunities and become part of a growing national ecosystem.



06

Professional Training & Certification

Receive regular training, skill development, and certification to enhance your expertise and service quality.



07

Dedicated Technical Support

Get continuous support from expert teams for technical, operational, and process-related assistance.



08

Marketing & Lead Generation Assistance

Benefit from marketing materials, campaigns, and lead generation support to grow your customer base and business.



09

Digital Business Solutions

Offer modern digital solutions like website development, digital marketing, e-catalogue, and more to boost client business.



10

Continuous Business Development Support

Stay updated with new opportunities, services, and strategies to ensure long-term success and business sustainability.

Grow Together, Succeed Together



Empower
Businesses



Create More
Opportunities



Build Sustainable
Income



Contribute to
Nation Building



Be a Partner in
Positive Change

Be a **GeM Seva Kendra** Partner – Empower Businesses, Enrich Lives.

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**ALL SERVICES
UNDER ONE ROOF**



1. GOVERNMENT e-MARKETPLACE (GeM) SERVICES

Complete assistance for Government Procurement including:



1. GeM Seller Registration

Complete support for new seller registration on GeM portal.



2. Buyer Registration

Assistance for government buyer registration.



3. OEM Registration

Help in OEM panel registration for manufacturers.



4. Vendor Assessment

Vendor assessment and exemption support.



5. Brand Approval

Brand approval assistance for product listing.



6. Product Catalogue Upload

End-to-end support for product catalogue uploading.



7. Service Catalogue Creation

Service catalogue creation and publication support.



8. Product Listing Optimization

Optimize product listings for better visibility and reach.



9. GeM Profile Management

Profile creation, management and regular updates.



10. Bid Participation

Assistance in participating in GeM bids and tenders.



11. Tender Consultancy

End-to-end tender guidance and consultancy.



12. Reverse Auction Support

Support for reverse auction participation and strategies.



13. BOQ Bid Preparation

BOQ analysis and professional bid preparation.



14. Custom Bid Support

Support for custom bid creation and submission.



15. Order Management

Order acceptance, processing and fulfilment support.



16. Invoice Generation

Professional invoice creation and submission.



17. Payment Tracking

Track payments and follow-up for timely receivables.



18. Contract Management

Contract creation, monitoring and management support.



19. Annual Maintenance Support

Continuous support for profile updates, compliance, and annual maintenance to keep your account active and performing.



More Opportunities



Higher Visibility



Trusted Platform



Business Growth



Long-term Success

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One Partner



Many
Solutions



Unlimited
Growth

2. MSME BUSINESS REGISTRATION SERVICES

Complete Business Registration Support for MSMEs & Entrepreneurs

01



Udyam Registration

Assistance in registering under Udyam (MSME) for official recognition and benefits.

02



MSME Consultancy

Expert guidance on MSME policies, benefits, compliance and business development.

03



Startup India Registration

Support in registering under Startup India initiative and availing startup benefits.

04



DPIIT Recognition

Assistance in obtaining DPIIT recognition for Startups to access government incentives.

05



NSIC Registration

Help in NSIC registration for MSME benefits and tender participation.

06



GeM Onboarding

Complete onboarding support on Government e-Marketplace (GeM) portal.

07



PAN & GST Guidance

End-to-end guidance for PAN & GST registration and related compliance.

08



Import Export Code (IEC)

Assistance in IEC registration for import-export business operations.

09



Professional Tax Assistance

Support in professional tax registration and compliance as per state regulations.

Benefits of MSME Registration



Official Recognition
& Credibility



Access to
Government Schemes
& Subsidies



Easy Access to
Loans & Financial
Support



Priority in
Tender & GeM
Opportunities



Business Growth,
Expansion &
Sustainability



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Growth

3. DOCUMENTATION & COMPLIANCE SERVICES

Complete Documentation Support Including

01



Digital Signature Certificate (DSC)

Assistance in obtaining Digital Signature Certificate for secure online transactions and e-signing.

02



PAN Compliance

Complete support for PAN application, updates, corrections and compliance requirements.

03



GST Registration

End-to-end GST registration support including return filing and regulatory compliance.

04



Vendor Documentation

Preparation and management of all vendor-related documents for registrations and tender participation.

05



Bank Documentation

Assistance in preparing bank-related documents for accounts, loans, limits and other requirements.

06



Affidavits

Drafting and attestation of various affidavits as per legal and tender requirements.

07



Authorization Letters

Preparation of authorization letters, NOCs and other required permission documents.

08



Compliance Documentation

Support for preparing compliance-related documents as per government norms and regulations.

09



Procurement Documentation

Preparation of procurement-related documents for bids, tenders and contract executions.

10



Annual Compliance Support

Year-round support for maintaining, updating and managing compliance documents.

KEY BENEFITS



100% Accurate
Documentation



Timely
Submissions



Regulatory
Compliance



Reduced
Rejections



Smooth Business
Operations



Trusted & Reliable
Support

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4. CERTIFICATION FACILITATION SERVICES

Support for Obtaining:

01



ZED Certification

Support for Zero Defect Zero Effect (ZED) certification to enhance quality and competitiveness.

02



ISO Certification

Assistance in obtaining ISO certifications to meet international quality management standards.

03



GMP Certification

Support for Good Manufacturing Practice (GMP) certification for safe and quality production.

04



HACCP Certification

Guidance for Hazard Analysis and Critical Control Points (HACCP) certification for food safety.

05



FSSAI Registration

Complete support for FSSAI registration and licensing for food businesses.

06



CE Certification

Assistance for CE marking certification for products sold in European markets.

07



BIS Certification

Support in obtaining BIS certification to ensure quality, safety and standard compliance for products.

08



Organic Certifications

Assistance in obtaining organic certifications for organic products, farms and food businesses.

09



Industry-Specific Certifications

Support for various industry-specific certifications as per business requirements and regulatory norms.

KEY BENEFITS



Enhances Business
Credibility



Improves Product
Quality



Ensures Regulatory
Compliance



Boosts Market
Opportunities



Access to National
& Global Markets



Builds Customer
Trust

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5. GOVERNMENT TENDER CONSULTANCY

Professional Support for Winning Government Contracts



Tender Identification

Identify relevant tenders from Government portals as per your business products and services.



Tender Alerts

Timely alerts and notifications on latest tender opportunities.



Bid Eligibility Analysis

Evaluate eligibility criteria and documents to ensure qualification before bidding.



Technical Bid Preparation

Prepare accurate and compliant technical bids as per tender terms and requirements.



Financial Bid Preparation

Prepare competitive financial bids with accurate costing and price strategies.



BOQ Preparation

Prepare BOQ, cost sheets and quantity breakups as per tender specifications.



Reverse Auction Support

Expert support during reverse auctions to ensure best price competitiveness.



Online Bid Submission

Complete assistance in online bid submission on Government e-tender portals.



Tender Clarifications

Raise and respond to tender queries and clarifications within specified timelines.



Post Award Support

Support after tender award including PO acceptance, documentation and contract management.

WHY CHOOSE GEM SEVA KENDRA?



Expert Guidance
at Every Step



Improved Bid
Success Rate



Competitive
Pricing Strategy



Timely & Accurate
Submissions



End-to-End
Tender Support



Your Partner in Winning Government Contracts
Professional Support • Transparent Process • Successful Results

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6. DIGITAL BUSINESS SERVICES

Helping Businesses Build a Strong Digital Presence

01



Website Development

Professional, responsive and SEO-friendly websites that represent your brand and grow your business.

02



Business Email Setup

Professional business email setup with your domain for trusted communications.

03



E-Catalogue Design

Attractive and informative e-catalogues to showcase your products and services effectively.

04



Product Photography

High-quality product photography that highlights your products and attracts customers.

05



Graphic Designing

Creative and professional designs for all your marketing and business collateral needs.

06



Logo Design

Unique and memorable logo designs that build your brand identity and make you stand out.

07



Branding Support

Complete branding support to create a strong, consistent and professional brand image.

08



Digital Marketing

Result-driven digital marketing strategies to increase visibility, leads and sales.

09



Social Media Marketing

Engaging content and social media strategies to build brand presence and customer loyalty.

10



Search Engine Optimization (SEO)

Improve your website ranking, drive organic traffic and grow your online visibility.

11



Google Business Profile

Get your business on Google Maps and Search. Increase trust, visibility and customer reach.

12



E-Commerce Onboarding

Complete support to list and grow your business on leading e-commerce platforms.

BENEFITS OF DIGITAL BUSINESS SERVICES



Stronger Online
Presence



Increased Brand
Visibility



More Leads &
Customers



Build Trust &
Credibility



Higher Sales &
Growth



COMPLETE DIGITAL
GROWTH PARTNER

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7. BUSINESS CONSULTANCY SERVICES

Professional Consulting to Help Your Business Grow & Succeed

01



Business Planning

Comprehensive business planning to define your vision, goals, roadmap and operational strategies for sustainable growth.

02



Project Reports (DPR)

Detailed Project Reports prepared as per bank, government and evaluation norms to support funding and project approvals.

03



Financial Planning

Expert financial planning, forecasting and analysis to ensure profitability, optimal resource utilization and long-term financial stability.

04



Loan Documentation

End-to-end support in preparing and processing loan documentation for working capital, term loans and project financing.

05



Subsidy Consultancy

Guidance and assistance in identifying and availing government subsidies, schemes and incentives for your business.

06



Market Expansion Strategy

Strategic support to explore new markets, identify opportunities and expand your business at local, national and global levels.

07



Vendor Development

Support in identifying, onboarding and developing reliable vendors to strengthen your supply chain and business operations.

08



Business Process Improvement

Analyze, optimize and improve business processes to enhance efficiency, reduce costs and increase productivity.

09



Procurement Advisory

Expert advisory for government procurement, vendor compliance, contract management and procurement process optimization.

KEY BENEFITS OF BUSINESS CONSULTANCY



Clear Business
Direction



Better Financial
Decisions



Access to Finance
& Subsidies



Operational
Excellence



Market Growth
& Expansion



Sustainable
Business Growth

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✓ Expert Guidance | ✓ Professional Support | 📊 Proven Results | ☆ Your Growth is Our Mission



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8. TRAINING & CAPACITY BUILDING

Regular Programmes to Enhance Skills, Knowledge & Business Growth

01



GeM Seller Training

Step-by-step training on GeM registration, product listing, bid participation, order management and payment procedures.

02



Tender Writing Workshops

Practical workshops on tender understanding, document preparation, BOQ analysis, technical & financial bid writing and submission.

03



Procurement Management

Training on government procurement policies, process flow, contract management, risk management and compliance requirements.

04



Vendor Development Programmes

Capacity building for vendors to improve quality, efficiency, documentation and competitiveness for government and corporate contracts.

05



MSME Awareness Camps

Awareness programmes on government schemes, benefits, funding opportunities, registration and business growth strategies.

06



Digital Business Training

Training on digital tools, online marketing, social media, e-commerce, digital payments and building a strong online presence.

07



Entrepreneurship Development

Programmes to develop entrepreneurial skills, innovation mindset, business planning, leadership and startup management.

08



Compliance Workshops

Workshops on legal compliance, GST, labor laws, documentation, filings, risk mitigation and governance standards.

09



Certification Awareness Programmes

Awareness sessions on ISO, ZED, GMP, FSSAI, HACCP, BIS and other certifications to improve credibility and market access.

BENEFITS OF TRAINING & CAPACITY BUILDING



Improve Skills
& Efficiency



Increase Business
Opportunities



Enhance
Competitiveness



Build Confidence
& Expertise



Grow Business
Sustainably



Stay Compliant
& Future Ready

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One Partner



Many
Solutions



Unlimited
Growth

9. FINANCIAL & BUSINESS SUPPORT

Complete Financial Solutions to Fuel Your Business Growth

01



Bank Loan Assistance

End-to-end assistance in securing bank loans for your business expansion, working capital and project needs.

02



Mudra Loan Support

Support for obtaining Mudra loans under Pradhan Mantri Mudra Yojana for micro and small businesses.

03



CGTMSE Guidance

Guidance and support for loans under CGTMSE scheme to avail collateral-free credit facilities.

04



Working Capital Consultancy

Expert advice and solutions to manage cash flow, working capital requirements and improve liquidity.

05



Government Subsidy Support

Assistance in identifying and applying for government subsidies, incentives and schemes for your business.

06



Credit Facilitation

Support in improving credit worthiness and facilitating better credit access for sustainable business growth.

07



Project Finance Assistance

Professional support in arranging project finance for new projects, expansion plans and capital intensive initiatives.

KEY BENEFITS



Easy Access
to Finance



Collateral-Free
Options



Better Cash Flow
Management



Faster Business
Growth



Access to Government
Schemes



Expert Guidance
at Every Step

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Empowering Businesses



Enabling Growth



Building Bharat

10. INTELLECTUAL PROPERTY SERVICES

— Protect Your Ideas. Protect Your Brand. Protect Your Future. —

01



Trademark Registration

Secure your brand identity with trademark registration and build exclusive rights for your business.

02



Copyright Registration

Protect your original literary, artistic, musical and software works with copyright registration.

03



Patent Facilitation

End-to-end support in patent search, drafting, filing and prosecution for your innovations.

04



Brand Protection

Safeguard your brand from infringement, misuse and unauthorized use.

05



IP Consultancy

Expert guidance on IP strategy, filings, portfolio management and commercialization support.

BENEFITS OF IP PROTECTION



Legal Protection



Build Brand Value



Increase Business
Value



Encourage
Innovation



Global Market
Access



Your Ideas. Our Expertise. Your Success.
GemSeva – Your Trusted Partner in Protecting Innovation & Building Value



Why Businesses Join GeM Seva Kendra

Joining GeM Seva Kendra enables businesses to access an integrated support ecosystem that simplifies growth and improves competitiveness.



KEY ADVANTAGES

01



One-stop business support centre

All essential services under one roof to support your business at every step.

02



Professional GeM consultancy

Expert guidance for GeM registration, product listing, order management and business growth.

03



Faster documentation assistance

Quick and accurate preparation of documents to save time and avoid delays.

04



Government procurement readiness

Prepare your business to meet government standards and access tender opportunities.

05



Multiple certification support

Assistance in obtaining various certifications to enhance credibility and market access.

06



Digital business enablement

Tools and services to build your online presence and manage business digitally.

07



Market expansion assistance

Support in exploring new markets, buyers and business opportunities.

08



Dedicated relationship management

Personalized support from a dedicated relationship manager for your business.

09



Continuous advisory support

Regular guidance on policy changes, new opportunities and business strategies.

10



Affordable professional services

High-quality services at reasonable costs to maximize your business value.

11



Business networking opportunities

Connect with other businesses, experts and potential partners.

12



Access to Government procurement ecosystem

Direct access to GeM platform and wider government buyer network.

☆ Empowering Businesses • Enabling Growth • Building Bharat



Trust & Transparency



Growth Oriented



Reliable Support



Expert Guidance



Stronger Together

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Benefits for MSMEs

Through GeM Seva Kendra, MSMEs can:

Empowering MSMEs with the right support, opportunities and resources to grow, compete and succeed in the global economy.

01



Participate in Government tenders

Get opportunities to bid in thousands of government tenders across departments and organizations.

02



Increase business visibility

List your products and services on the Government e-Marketplace (GeM) and increase your brand exposure.

03



Reach Government buyers nationwide

Connect with verified government buyers from central, state and local bodies across India.

04



Improve business credibility

Enhance your reputation and trust by working with government organizations through GeM.

05



Access Government schemes

Stay informed and benefit from various government schemes, subsidies, and support programs for MSMEs.

06



Obtain quality certifications

Get support in obtaining necessary certifications that improve quality, competitiveness and market acceptance.

07



Strengthen compliance

Ensure your business meets all statutory and regulatory requirements with expert guidance and support.

08



Expand into digital markets

Leverage digital tools and platforms to reach new customers and grow your business beyond local boundaries.

09



Build sustainable businesses

Create long-term value through professional support, market access and continuous capacity building.

10



Increase annual turnover

Grow your sales, improve profitability and achieve higher annual turnover with consistent government business and market opportunities.

OVERALL OUTCOMES FOR MSMEs



More Opportunities



Business Growth



Financial Stability



Competitive Advantage



Long-term Success

GemSeva – Your Partner in Growth, Your Path to Success

✓ One Roof

•



One Partner

•



Many Solutions

•



Unlimited Growth



Gem Seva

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GEM SEVA KENDRA

Service for Empowerment, Transformation in Life

YOUR PARTNER IN
SERVICE, SUPPORT & SUCCESS



**EMPOWERING
MSMEs**



**FACILITATING
GROWTH**



**ENABLING
GOVERNMENT
PROCUREMENT**



**BUILDING A
STRONGER
INDIA**

A Venture of –
M/S OVERLOOK MEDIA PVT. LTD.



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