



GEM SEVA KENDRA

Empowering Lives through Service



An Initiatives of -

M/s Overlook Media Pvt Ltd



GEM SEVA KENDRA

Empowering Lives through Service

GEM SEVA KENDRA is dedicated to supporting businesses, entrepreneurs, and organizations by providing end-to-end solutions for government tendering, registrations, documentation, and compliance.

OUR CORE SERVICES



GEM REGISTRATION

Complete assistance for GEM portal registration.



TENDER INFORMATION

Timely updates on latest tenders and opportunities.



DOCUMENTATION

Expert support for all required documents.



TENDER FILLING

Professional tender preparation and filing.



LEGAL & TECHNICAL SUPPORT

Legal audit and technical compliance assurance.



PAYMENT WORKS

Support for payment process and follow-ups.



DII / CERTIFICATE

Assistance in obtaining DII and other certificates.



FRANCHISE & BUSINESS OPPORTUNITIES

Become a part of our growing network.



EMPOWERING BUSINESSES. ENABLING GROWTH. BUILDING TRUST.



TRUST & TRANSPARENCY



BUSINESS GROWTH



EXPERT SUPPORT



RELIABLE SOLUTIONS

An Initiatives of

M/s Overlook Media Pvt Ltd



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BUSINESS OPPORTUNITIES

Becoming a GEM Seva Kendra Facilitator opens doors to multiple business opportunities within the rapidly growing MSME and government procurement ecosystem.



By leveraging your role, you can create value for businesses, support their growth, and build a sustainable and rewarding business for yourself.

KEY OPPORTUNITIES YOU CAN EXPLORE



BUILD RELATIONSHIPS

Build strong relationships with MSMEs across various sectors.



PROVIDE CONSULTANCY

Provide consultancy and documentation support tailored to business requirements.



ASSIST IN GEM REGISTRATION

Assist suppliers in GEM portal registration and profile development.



OFFER TENDER FILING & COMPLIANCE SERVICES

Offer tender filing, documentation, and compliance support.



FACILITATE GOVERNMENT PROCUREMENT PARTICIPATION

Facilitate participation in government tenders and procurement opportunities.



DEVELOP LOCAL BUSINESS NETWORKS

Develop and expand local business networks for collaboration and referrals.



YOUR INVOLVEMENT ENABLES YOU TO

Understand the unique challenges and requirements of MSMEs while creating opportunities for growth and collaboration.



BUSINESS AREAS YOU CAN ENGAGE IN

Consultancy Services
Offer business advisory and process improvement consultancy to MSMEs.

Tender Management Support
Provide end-to-end support in tender search, document preparation, and submission.

Digital Documentation Services
Assist businesses in digital documentation, certificates, and compliance management.

Vendor Development Programs
Conduct training and capacity-building programs to enhance vendor capabilities.

Government Project Facilitation
Connect businesses with government projects and procurement opportunities.



By promoting GEM-related services and opportunities, you position yourself as a trusted advisor and business enabler within the MSME community.



MORE BUSINESSES
MORE IMPACT



MORE GROWTH
MORE INCOME



MORE OPPORTUNITIES
MORE SUCCESS

EMPOWER MSMEs

SUPPORT BUSINESS GROWTH

BUILD A SUSTAINABLE CAREER

CREATE A BETTER TOMORROW

BECOME A GEM SEVA KENDRA FACILITATOR TODAY!

Empower Businesses. Enable Opportunities.
Build a Stronger India Together.

ENHANCE YOUR NETWORKING OPPORTUNITIES



Expanding your network within the MSME ecosystem provides tremendous opportunities for personal and professional growth.



As a GEM Seva Kendra Facilitator, you will interact with a wide network of stakeholders across industries and sectors.

YOU WILL INTERACT WITH



MSMEs

Engage with micro, small and medium enterprises across various sectors.



STARTUPS

Support and connect with innovative startups and emerging businesses.



MANUFACTURERS

Collaborate with manufacturers to explore growth and procurement opportunities.



TRADERS

Build strong relationships with traders and distributors.



SERVICE PROVIDERS

Connect with service providers offering specialized solutions and expertise.



INDUSTRY EXPERTS

Gain insights from industry experts and seasoned professionals.



GOVERNMENT DEPARTMENTS

Interact with various government departments and officials.



PROCUREMENT AGENCIES

Work with procurement agencies and facilitation bodies.



BUSINESS ASSOCIATIONS

Partner with business associations and chambers.

STRONG NETWORKING ENABLES



- ✓ Exchange of business ideas
- ✓ Access to new opportunities
- ✓ Better understanding of market trends
- ✓ Industry collaborations
- ✓ Business referrals and partnerships

THIS CONTINUOUS ENGAGEMENT ENHANCES YOUR KNOWLEDGE OF

- ✓ **Government procurement systems**
Understand the structure, processes and best practices.
- ✓ **Tendering processes**
Gain expertise in tender identification, submission and management.
- ✓ **MSME policies**
Stay updated on government policies, schemes and compliance requirements.
- ✓ **Digital business ecosystems**
Explore digital platforms, tools and technologies for business growth.
- ✓ **Emerging market opportunities**
Identify new market trends and upcoming business avenues.

WHY NETWORKING MATTERS



Build meaningful connections.
Create lasting impact.
Grow together with the MSME ecosystem.



CONNECT. COLLABORATE. GROW.
BUILD A STRONG NETWORK. CREATE LIMITLESS OPPORTUNITIES.

As a GEM Seva Kendra Facilitator, your network is your net worth.



TOGETHER, LET'S EMPOWER MSMEs AND BUILD A STRONGER INDIA.
JOIN US. GROW WITH US.



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CONTRIBUTION TO NATIONAL DEVELOPMENT

GEM Seva Kendra Facilitators play a vital role in strengthening India's MSME sector and promoting transparent government procurement systems.



By supporting businesses in accessing government opportunities, you contribute toward building a **stronger, self-reliant and developed India.**



YOUR ROLE. YOUR IMPACT. A STRONGER INDIA.

YOU CONTRIBUTE TOWARD



MSME EMPOWERMENT

Helping MSMEs grow, compete and succeed.



DIGITAL TRANSFORMATION

Promoting digital adoption and technology-driven businesses.



EMPLOYMENT GENERATION

Creating more job opportunities and livelihoods.



FINANCIAL INCLUSION

Enabling businesses to access formal financial systems.



BUSINESS FORMALIZATION

Encouraging registration, compliance and standardization.



ECONOMIC DEVELOPMENT

Driving overall economic growth and prosperity.

YOUR EFFORTS HELP IMPROVE



INDUSTRIAL COMPETITIVENESS

Strengthening industries through quality, innovation and efficiency.



SUPPLIER PARTICIPATION

Increasing supplier engagement in government procurement.



GOVERNMENT PROCUREMENT EFFICIENCY

Enhancing transparency, speed and efficiency in government processes.



LOCAL BUSINESS GROWTH

Supporting local enterprises and boosting regional development.



SUSTAINABLE ECONOMIC PROGRESS

Building a sustainable and inclusive economic ecosystem.

YOUR CONTRIBUTION DIRECTLY ALIGNS WITH NATIONAL OBJECTIVES



ATMANIRBHAR BHARAT

Empowering local businesses and promoting self-reliance across the nation.



DIGITAL INDIA

Enabling digital adoption, online services and technology empowerment.



MAKE IN INDIA

Promoting local manufacturing, innovation and global competitiveness.



MSME GROWTH AND DEVELOPMENT

Strengthening MSME ecosystem for inclusive and sustainable national growth.



**TOGETHER, WE EMPOWER BUSINESSES.
TOGETHER, WE BUILD A STRONGER INDIA.**



EMPOWER MSMEs



STRENGTHEN INDIA



CREATE IMPACT



BUILD THE FUTURE



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WHY BECOME A GEM SEVA KENDRA FACILITATOR?

Be a part of a national mission to empower MSMEs and strengthen India's government procurement ecosystem. Build a meaningful career while creating real impact!



As a GEM Seva Kendra Facilitator, you become a catalyst for business transformation, helping MSMEs unlock government opportunities while building a rewarding and impactful career for yourself.



KEY ADVANTAGES



ATTRACTIVE EARNING OPPORTUNITIES

Earn substantial income through referrals, registrations, and service support to MSMEs.



FLEXIBLE WORKING MODEL

Work on your own schedule with the freedom to manage your time and efforts independently.



BUSINESS NETWORKING GROWTH

Connect with a wide network of MSMEs, industry experts, and government stakeholders.



CAREER ADVANCEMENT

Enhance your professional profile and open doors to higher opportunities and growth.



SKILL ENHANCEMENT

Develop valuable skills in business consulting, tendering, documentation, and government procurement.



GOVERNMENT ECOSYSTEM EXPOSURE

Gain in-depth understanding of government systems, policies, and procurement processes.



LONG-TERM BUSINESS POTENTIAL

Build a sustainable and scalable business with recurring opportunities and growth.



OPPORTUNITY TO SUPPORT MSME GROWTH

Empower MSMEs to grow, compete, and succeed in the digital and global marketplace.

YOUR ROLE. THEIR SUCCESS. OUR STRONGER INDIA.



Empower Businesses



Strengthen MSMEs



Promote Transparent Procurement



Drive Economic Growth



Build a Better Tomorrow



BE A GEM SEVA KENDRA FACILITATOR TODAY!

EMPOWER MSMEs. CREATE OPPORTUNITIES. BUILD A STRONGER INDIA.

JOIN US IN BUILDING AN EMPOWERED, PROSPEROUS AND SELF-RELIANT INDIA.





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STEP 1 CONNECT WITH US

The process begins with a brief **10-15-minute introductory discussion** with our team.

During this interaction, we will:



Explain the ZED Certification Scheme



Discuss eligibility and benefits



Understand your supplier ecosystem



Answer initial queries



Following the discussion, we will request you to complete a **simple interest form** to schedule an awareness session for your suppliers or MSMEs.

MAXIMIZE YOUR CERTIFICATION POTENTIAL

If your OEM suppliers have robust processing systems, quality-related certifications, and undergo regular audits, they are more likely to qualify for Silver and Gold level assessments under the ZED Certification Scheme.

This **enhances their credibility** and enables them to **avail various government and industry benefits** associated with these certifications.



Access to Government Tenders and Procurement Opportunities



Enhanced Business Credibility



Recognition of Quality Standards



Financial and Non-Financial Benefits



Preference in Government Purchases



Stronger Industry and Market Positioning

TO ENSURE SMOOTH IMPLEMENTATION AND MAXIMUM PARTICIPATION, WE FOLLOW A STRUCTURED STEP-BY-STEP APPROACH:



STEP 1
CONNECT WITH US

Introductory discussion and interest form submission



STEP 2
AWARENESS SESSION

Organize awareness session for your suppliers/MSMEs



STEP 3
ELIGIBILITY CHECK

Review supplier eligibility for ZED Certification



STEP 4
DOCUMENTATION SUPPORT

Guide and assist in preparing required documents



STEP 5
ASSESSMENT PROCESS

Facilitate assessment by empaneled Assessment Agency



STEP 6
CERTIFICATION ACHIEVED

Achieve Silver/Gold ZED Certification and unlock benefits



TOGETHER, LET'S EMPOWER MSMEs AND BUILD A STRONGER, SELF-RELIANT INDIA.



Partner with us in this journey of quality, growth, and excellence.
Be a part of the change. Be a GEM Seva Kendra Facilitator!



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STEP 2 AWARENESS PROGRAM



We conduct a comprehensive **Awareness Program** for OEMs, suppliers, and MSMEs, either:



VIRTUALLY (ONLINE)

OR



PHYSICALLY (ON-SITE)



This program is offered completely **FREE OF COST.**



VIRTUAL AWARENESS SESSION



PHYSICAL AWARENESS SESSION

THIS PROGRAM COVERS:



OVERVIEW OF THE ZED CERTIFICATION SCHEME

Detailed understanding of the ZED Certification Scheme and its significance for MSMEs and suppliers.



BENEFITS OF BRONZE, SILVER, AND GOLD CERTIFICATIONS

Insights into the advantages of achieving different certification levels.



GOVERNMENT INCENTIVES AND SUBSIDIES

Information on various government incentives, subsidies, and support available for certified organizations.



DOCUMENTATION REQUIREMENTS

Guidance on the necessary documents and records required for the certification process.



ASSESSMENT AND AUDIT PROCESS

Step-by-step explanation of the assessment, evaluation, and audit process.



BEST PRACTICES FOR SUCCESSFUL CERTIFICATION

Proven strategies and best practices to help organizations achieve successful certification.



THE OBJECTIVE

To **educate** and **motivate MSMEs** to participate confidently in the certification journey and enhance their competitiveness in the global marketplace.

BENEFITS OF ATTENDING THE AWARENESS PROGRAM



Better Understanding



Expert Guidance



Clear Roadmap to Certification



Access to Government Benefits



Improved Business Competitiveness



Long-term Growth Opportunities

STEP 3

HANDHOLDING & IMPLEMENTATION SUPPORT



At the conclusion of the awareness session, we conduct an **on-the-spot interest generation activity** to identify participating MSMEs and suppliers.

Our support team then provides **continuous handholding assistance** through:

OUR HANDHOLDING SUPPORT INCLUDES:



TELEPHONIC GUIDANCE

Get expert guidance and answers to your queries over the phone.



DEDICATED SUPPORT EXECUTIVES

Access to a dedicated team for personalized assistance.



FIELD VISITS BY TRAINED PROFESSIONALS

On-site support by experienced professionals to understand and resolve challenges.



DOCUMENTATION SUPPORT

Assistance in preparing and organizing all required documents.



APPLICATION PROCESS ASSISTANCE

Step-by-step support in completing and submitting your application.



AUDIT PREPARATION SUPPORT

Guidance and mock checks to help you prepare for the assessment and audit process.



We assist MSMEs at every stage until they **successfully obtain certification** and begin availing the **associated benefits**.



SMOOTH IMPLEMENTATION



CONTINUOUS SUPPORT



SUCCESSFUL CERTIFICATION

OUR HANDHOLDING JOURNEY



Awareness Session

We conduct awareness programs for MSMEs and suppliers.



Interest Generation

On-the-spot identification of interested MSMEs and suppliers.



Handholding Support Begins

Our team provides continuous support and guidance.



Documentation & Application

We help in documentation and application process from start to finish.



Audit Preparation

We prepare you for audit and assessment with confidence.



Certification & Benefits

Achieve certification and start availing various benefits.

BENEFITS OF OUR HANDHOLDING SUPPORT



Expert Guidance at Every Step



Hassle-free Process



Time-saving Support



Higher Success Rate



Maximize Certification Benefits



WE ARE WITH YOU AT EVERY STEP, TILL YOU SUCCEED AND GROW.



TOGETHER, EMPOWERING MSMEs FOR A STRONGER TOMORROW.



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OVERALL INTERPRETATION

The GEM SEVA KENDRA outlines a **GEM Tender Service Franchise Ecosystem**, designed to empower individuals and organizations to participate in the Government e-Marketplace (GEM) ecosystem and support MSMEs in accessing government business opportunities.



INTENDED FOR



GEM REGISTRATION SUPPORT



TENDER CONSULTANCY



DOCUMENTATION SERVICES



FRANCHISE EXPANSION



STATE AND LOCAL OPERATIONAL CENTERS



DIRECT SALES AND TELECALLING SUPPORT

THE STRUCTURE COMBINES



MEMBERSHIP SERVICES

Onboarding members and service seekers into the system.



CENTRALIZED EXECUTION

Standardized processes, tools, and support managed centrally.



FRANCHISE EXPANSION

State and local franchise partners drive reach and growth.



REVENUE SHARING

Shared business model for sustainable income generation.



TENDER CONSULTANCY OPERATIONS

End-to-end support for tender participation and compliance.

GEM SEVA KENDRA ECOSYSTEM AT A GLANCE



EMPOWERING MSMEs

Helping MSMEs, startups, manufacturers, suppliers, and service providers access government opportunities.



END-TO-END SUPPORT

From GEM registration to tender participation and documentation support.



LOCAL PRESENCE

State and district level operational centers for better reach and handholding.



BUSINESS GROWTH

Generate business through membership, consultancy, and service support offerings.



DIGITAL ENABLEMENT

Training, digital tools, and continuous support for smooth operations.



STRONG NETWORK

Building a strong network of partners, consultants, and business enablers across India.

MEMBERSHIP SERVICES



- Free & Paid Membership Plans
- Member Onboarding
- Profile Verification
- Access to Training & Resources
- Business Opportunity Alerts

CENTRALIZED EXECUTION



- Standardized Processes
- Central Support Team
- Quality Assurance
- Monitoring & Reporting
- Technology Integration

FRANCHISE EXPANSION



- State Franchise Partners
- District Level Centers
- Local Team Development
- Market Penetration
- Brand Building

REVENUE SHARING



- Membership Fees
- Tender Consultancy Fees
- Documentation Charges
- Service Commissions
- Performance Incentives

TENDER CONSULTANCY OPERATIONS



- Tender Search & Analysis
- Documentation Support
- Bid Preparation Assistance
- Submission Support
- Post Bid Support

REVENUE MODEL



MEMBERSHIP FEES



CONSULTANCY CHARGES



DOCUMENTATION FEES



SERVICE COMMISSION



SUSTAINABLE & SCALABLE INCOME OPPORTUNITIES

WHO CAN BE A PARTNER?

- ✓ Individuals
- ✓ Organizations
- ✓ Entrepreneurs
- ✓ Training Institutes
- ✓ Consultants
- ✓ Business Entities

WHY PARTNER WITH GEM SEVA KENDRA?



Low Investment, High Returns



Proven Business Model



Strong Brand Support



Training & Continuous Support



Be a Part of India's Digital & Economic Transformation



TOGETHER, LET'S EMPOWER BUSINESSES, ENABLE GROWTH, AND BUILD A STRONGER, SELF-RELIANT INDIA THROUGH THE **GEM SEVA KENDRA ECOSYSTEM.**



ONE ECOSYSTEM. MULTIPLE OPPORTUNITIES. LIMITLESS GROWTH.

JOIN THE GEM SEVA KENDRA MOVEMENT TODAY!

GEM SEVA Kendra - STRUCTURE OVERVIEW

GEM SEVA KENDRA

A strong, transparent and scalable structure designed to deliver high-quality services, create opportunities and ensure growth for all partners and stakeholders.



THE MODEL IS DIVIDED INTO MULTIPLE OPERATIONAL SECTIONS

1

PRODUCT / PACKAGE

Defines the services and solutions offered to MSMEs, suppliers, and businesses to help them succeed on the GeM platform.

KEY SERVICES / OFFERINGS



GeM Registration Support



Tender Consultancy Services



Documentation Support



Business Development Support



Training & Awareness Programs



Post-Tender Support

PACKAGES DESIGNED FOR DIFFERENT BUSINESS NEEDS:

Basic

Standard

Premium

Enterprise

2

EXECUTION CENTRAL

The central hub that manages operations, ensures quality, streamlines processes and supports the entire network.

KEY RESPONSIBILITIES



Process Standardization & Implementation



Quality Assurance & Monitoring



Technology & System Support



Central Support Team



Performance Tracking & Reports



Compliance & Audit Management

Ensures consistency, accuracy, and customer satisfaction across all operations.

3

DIRECT SALES

A dedicated team responsible for acquiring clients, creating awareness, and driving direct business opportunities.

KEY FUNCTIONS



Lead Generation



Client Meetings & Presentations



Business Acquisition



Sales Targets & Achievements



Market Expansion

Focus on building strong client relationships and generating sustainable business.

4

FRANCHISE

Expands the reach of GEM SEVA Kendra through state, district and local franchise partners.

KEY FEATURES



State / District / Local Franchise Centers



Training & Onboarding of Franchise Partners



Operational Support



Marketing & Brand Promotion



Continuous Guidance & Handholding

Empowers local entrepreneurs to build successful service centers under the GEM SEVA Kendra brand.

5

SHARE HOLDING

A transparent revenue sharing model that rewards performance, encourages growth and builds long-term partnerships.

KEY BENEFITS



Attractive Revenue Sharing Model



Performance Based Incentives



Recurring Income Opportunities



Long-term Partnership & Growth



Shared Success & Rewards

Aligned growth and mutual success for all partners and stakeholders.

THE POWER OF THE STRUCTURE



Strong Ecosystem



Streamlined Operations



Wider Reach



High Quality Services



Sustainable Growth



Mutual Success





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1

PRODUCT / PACKAGE

This section is connected to **Prime Membership** and **Membership Services**, offering complete GEM support under one structured package.



PRIME MEMBERSHIP INCLUDES

Our Prime Membership offers end-to-end support to help businesses participate and succeed on the GeM platform.



REGISTRATION

Complete GeM registration support for sellers and service providers.



TENDER INFO

Timely information on active tenders matching your business profile.



DOCUMENTATION

Assistance in preparing and organizing all required documents.



TENDER FILLING

End-to-end support in filling and submitting tenders accurately.



LEGAL AUDIT

Legal verification and compliance check for secure participation.



TECHNICAL FILLING

Support in technical bid preparation and document submission.



PAYMENT WORKS

Guidance for payment processes and transaction-related support.



DII / CERTIFICATE

Support for Digital Identity, Certificates, and other mandatory registrations.



MEMBERSHIP



A structured membership program designed to provide continuous support, access, and value-added services.

MEMBERSHIP BENEFITS



DEDICATED SUPPORT

Access to expert team for continuous assistance.



TIMELY UPDATES

Regular updates on tenders, policies, and opportunities.



BUSINESS GROWTH

Helping your business grow through better opportunities.



COMPLIANCE ASSURANCE

Ensuring compliance with GeM policies and legal requirements.



COST-EFFECTIVE

Affordable membership plans with high-value services.



PRIORITY SERVICES

Priority access to support, tender info, and assistance.

MEMBERSHIP PLANS

BASIC PLAN



Essential support for new businesses.

STANDARD PLAN



Extended support for growing businesses.

PREMIUM PLAN



Complete support for serious bidders.

ENTERPRISE PLAN



Tailored solutions for large organizations.

ONE MEMBERSHIP. COMPLETE SUPPORT. ENDLESS OPPORTUNITIES.



Trusted Support

Expert Guidance

Time Saving

Business Growth

Better Opportunities

★ Join GEM SEVA KENDRA today and empower your business with the right support and services.

2 EXECUTION CENTRAL

The **central operational hub** that ensures smooth execution, accuracy, compliance, and timely completion of all tender-related activities and support services.



ABOUT EXECUTION CENTRAL

Execution Central acts as the backbone of GEM SEVA Kendra operations. It manages end-to-end processes, standardizes workflows, maintains quality, and provides centralized support to franchise partners, direct sales teams, and members.



OUR MISSION

To deliver reliable, efficient, and transparent execution services that help businesses win more tenders and grow sustainably.

CORE FUNCTIONS OF EXECUTION CENTRAL



TENDER EXECUTION

- End-to-end tender execution support
- Tender identification & opportunity mapping
- Bid preparation & submission
- Follow-up & status tracking



DOCUMENTATION MANAGEMENT

- Document collection & verification
- Preparation of all required documents
- Technical & commercial documentation
- Document review & quality check



CENTRAL OPERATIONS

- Standardized process management
- Workflow automation & digital tools
- Performance monitoring & reporting
- Coordination across teams and centers



BACKEND SUPPORT

- Dedicated backend team support
- Data management & record keeping
- Compliance & policy adherence
- Continuous process improvement



QUALITY & COMPLIANCE

- Quality assurance at every step
- Compliance with GeM policies & regulations
- Legal & technical verification
- Risk management & error reduction

HOW EXECUTION CENTRAL WORKS



1. RESEARCH

Identify relevant tenders and opportunities.



2. DOCUMENT PREPARATION

Collect, verify & prepare all required documents.



3. BID PREPARATION

Prepare technical & commercial bid.



4. SUBMISSION

Submit the bid on GeM portal successfully.



5. FOLLOW-UP

Track status, respond to queries & follow-up.



6. SUCCESS

Order award & continuous support until completion.

KEY FEATURES

- ✓ Centralized team of experts
- ✓ Standardized & proven processes
- ✓ Advanced technology & tools
- ✓ Real-time tracking & reporting
- ✓ High accuracy & timely delivery
- ✓ Scalable & reliable operations
- ✓ Secure data & confidentiality
- ✓ Dedicated support & guidance

WHY EXECUTION CENTRAL MATTERS

- ✓ Ensures consistency and quality across all operations
- ✓ Reduces errors and increases success rate
- ✓ Saves time and improves efficiency
- ✓ Provides expert support at every stage
- ✓ Strengthens compliance and reduces risks
- ✓ Enables scalable growth for all partners and members

EXECUTION CENTRAL BY THE NUMBERS

	Expert Team	50+
	Tenders Processed	10,000+
	Active Partners Supported	500+
	Success Rate	90%+
	Average Turnaround Time	24-48 Hours

BENEFITS TO OUR PARTNERS & MEMBERS



Higher Success Rate



Time Saving



Cost Effective



Risk Free & Compliant



Business Growth



End-to-End Support



Execution Central is the strength behind every successful bid.
We execute with excellence so you can focus on growth.

CENTRALIZED. STANDARDIZED. RELIABLE. THIS IS EXECUTION CENTRAL.

3 DIRECT SALES

The **Direct Sales** unit is responsible for acquiring new clients, building strong relationships, and generating business opportunities for GEM SEVA Kendra services.



TELECALLER / CRM

Our Telecaller / CRM team plays a crucial role in connecting with potential clients, understanding their needs, and converting leads into long-term business relationships.

KEY RESPONSIBILITIES

- | | |
|--|--|
|  <p>Lead Generation
Identify and generate potential leads through calls, emails, and campaigns.</p> |  <p>Client Onboarding
Guide clients through the registration and onboarding process.</p> |
|  <p>Client Interaction
Communicate with prospects, understand requirements and offer suitable solutions.</p> |  <p>Relationship Building
Build and maintain strong, long-term relationships with clients.</p> |
|  <p>Tender Opportunity Sharing
Share relevant tender opportunities as per client business profile.</p> |  <p>CRM Management
Maintain accurate client data, follow-ups, and interaction records in the CRM system.</p> |

HOW DIRECT SALES WORKS



OUR DIRECT SALES TEAM FOCUS

- ✓ **Expand Client Base**
Continuously add new clients and businesses.
- ✓ **Increase Tender Participation**
Encourage more businesses to participate in tendering opportunities.
- ✓ **Deliver Value**
Provide the right information and services that create value for clients.
- ✓ **Achieve Targets**
Meet monthly and quarterly targets with consistency and quality.



TELECALLER / CRM TEAM CAPABILITIES

- | | | | |
|---|---|---|---|
|  Effective Communication |  Strong Relationship Building |  CRM & Data Management |  Timely Follow-ups |
|  Objection Handling |  Product & Service Knowledge |  Customer Satisfaction Focus |  Target Oriented |

KEY BENEFITS OF DIRECT SALES

- ✓ Increased lead generation and client acquisition
- ✓ Better market reach and brand visibility
- ✓ Higher conversion rate and business growth
- ✓ Strong and loyal client base
- ✓ Continuous pipeline of tender opportunities

OUR GOAL

To connect, engage and empower businesses by offering the best tender support services.

TOOLS & SUPPORT

- ✓ Advanced CRM System
- ✓ Verified Database & Lead Sources
- ✓ Call Scripts & Email Templates
- ✓ Performance Tracking & Reporting
- ✓ Training & Continuous Support



DIRECT SALES DRIVES GROWTH.
STRONG CONNECTIONS BUILD SUCCESS.



Our Direct Sales team is committed to creating opportunities and building a better tomorrow for our clients and partners.

FRANCHISE MODEL

Expand your business with GEM SEVA Kendra's structured franchise model at **State** and **District** levels and grow together with a strong support system.



FRANCHISE STRUCTURE OVERVIEW



STATE-LEVEL
Managed by State Head
Oversees all district franchise operations



DISTRICT-LEVEL
Managed by District Franchise
Handles local operations and business development



STRONG SUPPORT SYSTEM
Complete training, tools, marketing, technology & backend support

FRANCHISE DETAILS

FRANCHISE – STATE LEVEL



STATE HEAD
Lead and manage the entire state franchise network and operations.

FRANCHISE STRUCTURE



SYSTEM / SUPPORT PROVIDER
Complete operational support including technology, training, marketing, documentation & execution.

FINANCIAL REQUIREMENT



₹50L DEPOSIT
Refundable Security Deposit



MOU – 5 YEARS
5 Years Agreement



10%
Revenue Share / Commission

FRANCHISE – DISTRICT LEVEL



DISTRICT FRANCHISE
Operate and grow the business within the assigned district.

FRANCHISE STRUCTURE



SYSTEM / SUPPORT PROVIDER
Complete operational support including technology, training, marketing, documentation & execution.

FINANCIAL REQUIREMENT



5 YEARS AGREEMENT
Long-term partnership for growth and stability



₹10L FRANCHISE INVESTMENT
Franchise Investment



REVENUE SHARING
Franchise commission structure as per decided

WHAT YOU GET AS A FRANCHISE PARTNER



Comprehensive Training & Onboarding



Advanced Technology & Tools



Marketing & Lead Support



Documentation & Execution Support



Dedicated Relationship Manager



High Business Growth Potential



STRONG NETWORK. PROVEN SYSTEM. SHARED SUCCESS.
GROW YOUR BUSINESS WITH GEM SEVA KENDRA!



Partner with us today and be a part of a trusted and growing franchise network.



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5 SHARE HOLDING

Better Quality Assurance

GEM SEVA KENDRA ensures that all products and services listed on GEM are subject to predefined standards and compliance mechanisms.



QUALITY BENEFITS



Standardized Procurement

Uniform processes ensure transparency and consistency.



Product Verification Systems

Thorough checks ensure authentic and reliable products/services.



Vendor Performance Ratings

Continuous evaluation ensures high-performing vendors.



Customer Feedback Mechanisms

Real-time feedback helps improve services and user satisfaction.



Improved Service Quality

Better monitoring leads to superior quality and customer trust.

SHARE HOLDING – KEY ADVANTAGES

- ✓ Equity participation in a growing business network
- ✓ Revenue share model with transparent policies
- ✓ Long-term partnership and mutual growth
- ✓ Decision-making participation
- ✓ Access to business insights and performance reports
- ✓ Enhanced brand value and trust



QUALITY ASSURANCE MECHANISMS

- ✓ Predefined quality standards and compliance
- ✓ Regular audits and inspections
- ✓ Continuous monitoring and evaluation
- ✓ Timely issue resolution
- ✓ Commitment to excellence in every service

SHARE HOLDING MODEL



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