



# GEM SEVA KENDRA

Empowering Lives through Service



An Initiatives of -

**M/s Overlook Media Pvt Ltd**



# GEM SEVA KENDRA

Empowering Lives through Service

Promoting **Digital Governance**,  
**Economic Inclusion**, and  
**Transparent Procurement Practices**,

GEM contributes significantly toward the vision of **Digital India, Atmanirbhar Bharat**, and sustainable economic growth.



**EASY & DIGITAL PROCUREMENT**

**TRANSPARENCY & ACCOUNTABILITY**

**COST EFFICIENCY & VALUE FOR MONEY**

**EQUAL OPPORTUNITY FOR ALL**

**BOOST TO MSMEs & LOCAL BUSINESSES**

**SUSTAINABLE & RESPONSIBLE GROWTH**

**BUILDING A STRONGER, TRANSPARENT & SELF-RELIANT INDIA**



# BENEFITS OF GOVERNMENT e-MARKETPLACE (GeM)

Transforming Government Procurement Through Digital Transparency

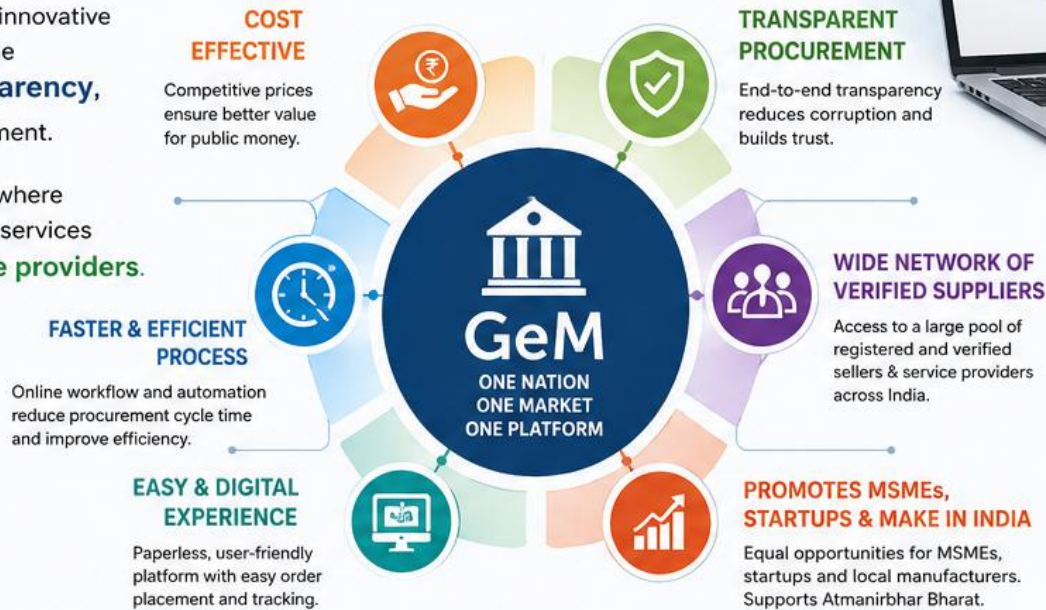
The Government e-Marketplace (GeM) is an innovative digital procurement platform launched by the Government of India to enhance **transparency**, **efficiency**, and **speed** in public procurement.

GeM provides a unified online marketplace where government buyers can procure goods and services directly from **verified sellers and service providers**.



Efficient • Transparent • Inclusive

DIGITAL INDIA  
STRONGER INDIA



## BENEFITS TO THE NATION

- Strengthens Economy**  
Boosts local industry, employment and economic growth.
- Inclusive Growth**  
Empowers MSMEs, women entrepreneurs and small businesses.
- Sustainable Development**  
Encourages eco-friendly and sustainable procurement.
- Better Governance**  
Digital records, audit trails and real-time monitoring ensure accountability.
- Better Services for Citizens**  
Efficient procurement leads to improved public services and infrastructure.

The platform benefits government departments, MSMEs, startups, manufacturers, service providers, and the overall economy by creating a **transparent and technology-driven procurement ecosystem**.

## WHO BENEFITS FROM GeM?

<p><b>GOVERNMENT DEPARTMENTS</b> Efficient, transparent and cost-effective procurement</p>	<p><b>MSMEs &amp; SMALL BUSINESSES</b> Access to national market and growth opportunities</p>	<p><b>STARTUPS</b> Platform to showcase innovations and grow faster</p>	<p><b>MANUFACTURERS &amp; SUPPLIERS</b> Wider reach, more orders and business growth</p>	<p><b>CITIZENS &amp; SOCIETY</b> Better quality goods &amp; services for a better tomorrow</p>
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Government of India

## KEY BENEFITS OF GEM FOR GOVERNMENT DEPARTMENTS

# TRANSPARENT PROCUREMENT SYSTEM



GEM ensures complete transparency in the procurement process by enabling **online bidding**, **digital approvals**, and **real-time monitoring**. This minimizes manual intervention and reduces the chances of corruption and irregularities.

### ADVANTAGES



#### FULLY DIGITAL PROCUREMENT PROCESS

End-to-end digital platform for all procurement activities.



#### REAL-TIME TRACKING AND MONITORING

Monitor every step in real-time for better visibility and control.



#### TRANSPARENT VENDOR SELECTION

Open, fair and competitive selection of verified vendors.



#### REDUCED PAPERWORK AND DELAYS

Digital workflows reduce paperwork, processing time and delays.



#### IMPROVED ACCOUNTABILITY

Digital approvals, audit trails and reports ensure greater accountability.



#### TRANSPARENCY

Building trust through an open and fair procurement process.



#### REAL-TIME MONITORING

Live dashboard and real-time updates at every stage.



#### REDUCED DELAYS

Streamlined processes ensure faster approvals and timely delivery.



#### TRANSPARENT SELECTION

Fair comparison, open bidding and equal opportunity for all vendors.



#### IMPROVED ACCOUNTABILITY

Audit trails, digital records and reports ensure responsibility at every level.



Minimizes Corruption



Enhances Efficiency



Better Value for Money



Builds Public Trust



Supports Good Governance

# COST SAVINGS FOR GOVERNMENT



Efficient • Transparent • Inclusive

GEM helps government departments procure products and services at competitive market prices through **direct comparison**, **reverse auction**, and **online bidding systems**.



## DIRECT COMPARISON

Compare multiple products and suppliers to get the best prices and quality.



## REVERSE AUCTION

Suppliers compete in real-time to offer the lowest price, ensuring maximum savings.



## ONLINE BIDDING

Transparent bidding process brings more competition and better value for money.

## BENEFITS



### BETTER PRICE DISCOVERY

Compare a wide range of products and services to find the best market price.



### COMPETITIVE QUOTATIONS

Suppliers offer competitive quotes, ensuring you get the most competitive prices.



### REDUCTION IN PROCUREMENT COSTS

Competitive processes lead to significant reduction in overall procurement costs.



### ELIMINATION OF MIDDLEMEN

Direct access to verified sellers eliminates intermediaries and reduces extra costs.



### IMPROVED BUDGET UTILIZATION

Optimal use of government funds with maximum value and efficiency.



## SAVE MORE. SPEND WISELY.

GEM ensures transparent, competitive and efficient procurement delivering maximum value for public funds.

## IMPACT



Lower Costs  
More Savings



Better Efficiency  
Better Outcomes



Stronger  
Governance



Better Services  
for Citizens



Stronger  
Economy

# ACCESS TO VERIFIED SUPPLIERS

GeM provides access to a large network of verified and registered suppliers across India.



Efficient • Transparent • Inclusive



## GOVERNMENT BUYERS CAN



### PURCHASE FROM TRUSTED VENDORS

All suppliers are verified and registered on GeM for reliable and secure transactions.



### COMPARE MULTIPLE SUPPLIERS

Easily compare prices, quality, delivery timelines and other important parameters.



### CHECK PRODUCT RATINGS AND REVIEWS

View ratings and reviews from other buyers to make informed procurement decisions.



### ENSURE QUALITY COMPLIANCE

Suppliers adhere to defined quality standards and compliance requirements.



### ACCESS NATIONWIDE SUPPLIER NETWORKS

Connect with suppliers from across India and source the best products and services.



**LAKHS OF REGISTERED SUPPLIERS**  
across India



**PAN INDIA PRESENCE**  
Reaching every state and region



**QUALITY & TRUST**  
Verified and compliant suppliers



**GEM EMPOWERS GOVERNMENT BUYERS WITH TRUST, TRANSPARENCY AND WIDE CHOICE THROUGH A NETWORK OF VERIFIED SUPPLIERS ACROSS THE NATION.**



TRUSTED SUPPLIERS



WIDE CHOICE



QUALITY ASSURED



BETTER VALUE FOR MONEY



TIMELY DELIVERY



STRONGER PROCUREMENT



**GEM SEVA KENDRA**  
Empowering Lives through Service

# BENEFITS FOR MSMEs AND SMALL BUSINESSES

GEM SEVA KENDRA empowers Micro, Small, and Medium Enterprises (MSMEs) by providing equal opportunities to participate in government procurement.



## MSME BENEFITS



### DIRECT ACCESS TO GOVERNMENT BUYERS

Connect and do business directly with government departments and organizations.



### INCREASED BUSINESS OPPORTUNITIES

Participate in more tenders and unlock new revenue streams.



### NATIONWIDE MARKET REACH

Reach buyers across India and expand your business beyond local markets.



### REDUCED MARKETING EXPENSES

Save on advertising and promotional costs with direct online visibility.



### SIMPLIFIED REGISTRATION PROCESS

Easy and user-friendly registration with minimal documentation.



### PREFERENCE UNDER GOVERNMENT POLICIES

Benefit from MSME reservations and priority in government procurement.



### STRONG MSMEs, STRONG INDIA

Together, let's build a self-reliant and prosperous India.



**GEM SEVA KENDRA – YOUR PARTNER IN GROWTH**  
Building a Stronger MSME Ecosystem for a Self-Reliant India

  
EQUAL OPPORTUNITIES

  
TRANSPARENT PROCESS

  
BUSINESS GROWTH

  
COST EFFECTIVE

  
EMPOWERING ENTREPRENEURS

  
STRENGTHENING THE NATION



**GEM SEVA KENDRA**  
Empowering Lives through Service

# PROMOTION OF MAKE IN INDIA

GEM SEVA KENDRA supports the “Make in India” initiative by encouraging procurement from local manufacturers and Indian suppliers.

## IMPACT



### BOOST TO DOMESTIC MANUFACTURING

Encourages local production and strengthens India's manufacturing base.



### SUPPORT FOR LOCAL INDUSTRIES

Empowers local manufacturers and builds a strong industrial ecosystem.



### INCREASED EMPLOYMENT GENERATION

Creates more jobs and livelihood opportunities across the country.



### STRENGTHENING OF INDIAN BUSINESSES

Enhances competitiveness, innovation and growth of Indian enterprises.



### REDUCED DEPENDENCE ON IMPORTS

Promotes self-reliance and reduces the country's import dependency.

## TOGETHER, LET'S BUILD A SELF-RELIANT INDIA



Support Local  
Buy Local



Strengthen India  
Grow India



Empowering MSMEs  
Empowering India



GEM SEVA KENDRA – DRIVING LOCAL PROCUREMENT, BUILDING A STRONGER, SELF-RELIANT INDIA.



ATMANIRBHAR  
BHARAT



VOCAL  
FOR LOCAL



SUSTAINABLE  
GROWTH



STRONGER INDIA  
BETTER TOMORROW



**GEM SEVA KENDRA**  
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# DIGITAL EMPOWERMENT & EASE OF DOING BUSINESS

GEM SEVA KENDRA promotes digital governance and simplifies procurement management for both buyers and sellers.



**THIS IMPROVES EASE OF DOING BUSINESS AND ENHANCES OPERATIONAL EFFICIENCY.**

- SAVES TIME** (clock icon)
- REDUCES COSTS** (Rupee symbol with downward arrow icon)
- IMPROVES PERFORMANCE** (star in a circle icon)

## KEY ADVANTAGES

- PAPERLESS TRANSACTIONS**  
Eliminates paperwork and reduces administrative burden.
- ONLINE PAYMENT SYSTEMS**  
Secure and convenient digital payments for all transactions.
- DIGITAL DOCUMENTATION**  
Upload, store and manage all documents digitally.
- EASY VENDOR ONBOARDING**  
Simplified registration process for sellers and service providers.
- AUTOMATED COMPLIANCE PROCESSES**  
Automated checks and approvals ensure compliance and reduce delays.

### DIGITAL PROCUREMENT. STRONGER INDIA.



**GEM SEVA KENDRA**  
Empowering Lives through Service

Enabling a smarter, transparent and efficient procurement ecosystem for a better tomorrow.



**GEM SEVA KENDRA**  
Empowering Lives through Service

# OPPORTUNITIES FOR STARTUPS AND ENTREPRENEURS

The **GEM SEVA KENDRA** platform opens government procurement opportunities for startups and emerging businesses.

**EMPOWERING INNOVATORS. BUILDING AATMANIRBHAR BHARAT.**



## STARTUP ADVANTAGES



### EQUAL PARTICIPATION OPPORTUNITIES

Startups get an equal chance to compete and grow with established businesses.



### DIRECT ACCESS TO GOVERNMENT PROJECTS

Connect directly with government buyers and access a wide range of procurement opportunities.



### FASTER MARKET VISIBILITY

Increase brand visibility and showcase your products and services to a national audience.



### BUSINESS EXPANSION SUPPORT

Scale your business and expand your reach across India through government procurement.



### ENHANCED CREDIBILITY

Being a part of GeM builds trust, credibility and strengthens your business reputation.

## WHY STARTUPS CHOOSE GEM SEVA KENDRA



**NATIONWIDE REACH**



**TRANSPARENT & FAIR PROCESS**



**TIMELY PAYMENTS**



**SIMPLIFIED DOCUMENTATION**



**DEDICATED SUPPORT**



**GROWTH OPPORTUNITIES**



**GEM SEVA KENDRA**

Empowering Lives through Service

Empowering Startups Today,  
Building a **Stronger India** Tomorrow.



Digital India



Make in India



Atmanirbhar Bharat



Empowering Entrepreneurs  
Strengthening the Nation



# GEM SEVA KENDRA

Empowering Lives through Service

## FINANCIAL INCLUSION & ECONOMIC GROWTH

GEM SEVA KENDRA contributes significantly to economic development by integrating MSMEs, startups, women entrepreneurs, and rural businesses into the government procurement ecosystem.



Empowering Businesses.  
Strengthening India.  
Building a Self-Reliant  
Bharat.



### ECONOMIC BENEFITS



### INCLUSIVE GROWTH FOR ALL



#### MSMEs

Greater market access and business expansion opportunities.



#### STARTUPS

Platform for innovation and scalable growth through government projects.



#### WOMEN ENTREPRENEURS

Equal opportunities and empowerment through participation in public procurement.



#### RURAL BUSINESSES

Helps local businesses thrive and contribute to the nation's economy.



### • NATIONAL IMPACT



#### STRONGER ECONOMY

Driving sustainable and inclusive growth.



#### MORE BUSINESS OPPORTUNITIES

Expanding markets for all enterprises.



#### BETTER LIVELIHOODS

Improving income and quality of life for communities.



#### ATMANIRBHAR BHARAT

Building a self-reliant and prosperous India.



### TOGETHER, WE BUILD A STRONGER INDIA

Through transparency, inclusion and innovation, GEM SEVA KENDRA is powering economic growth and a better tomorrow for every Indian.



**GEM SEVA KENDRA**

Empowering Lives through Service

# BENEFITS FOR CITIZENS AND SOCIETY

**GEM SEVA KENDRA** ensures efficient government procurement which ultimately benefits the public by improving service delivery and ensuring better utilization of public funds.

**BETTER GOVERNANCE.  
BETTER INDIA.  
BETTER TOMORROW.**



## SOCIAL IMPACT



### BETTER PUBLIC INFRASTRUCTURE

Quality procurement leads to the development of durable and reliable public infrastructure.



### IMPROVED GOVERNMENT SERVICES

Timely and quality procurement enhances the delivery of essential services to citizens.



### INCREASED TRANSPARENCY

Digital and transparent processes build openness and trust in government operations.



### REDUCED CORRUPTION

Minimized manual intervention reduces opportunities for corruption and ensures fair procurement.



### ENHANCED PUBLIC TRUST

Efficient use of public funds builds confidence and strengthens the bond between government and citizens.



When government procurement becomes transparent, efficient and inclusive, the entire society grows together.

**GEM SEVA KENDRA** – For a Stronger, Transparent & Prosperous India.



STRONGER  
SOCIETY



BETTER  
SERVICES



EFFICIENT USE  
OF PUBLIC FUNDS



SUSTAINABLE  
DEVELOPMENT



PROSPEROUS  
INDIA

**EMPOWERING GOVERNMENT. EMPOWERING PEOPLE. EMPOWERING INDIA.**



**GEM SEVA KENDRA**  
Empowering Lives through Service



**CONNECTING BUSINESSES  
TO GOVERNMENT  
OPPORTUNITIES**



**WE GUIDE. WE SUPPORT. WE EMPOWER.**

# ROLE OF GEM SEVA KENDRA

GEM Seva Kendras play a crucial role in supporting businesses and MSMEs in accessing GEM opportunities.



GEM Seva Kendra's act as facilitators to strengthen participation in the digital procurement ecosystem.



## SERVICES PROVIDED



**GEM REGISTRATION SUPPORT**  
Assistance in seamless GEM portal registration.



**VENDOR ONBOARDING ASSISTANCE**  
Guidance for vendor onboarding and profile setup.



**TENDER PARTICIPATION GUIDANCE**  
Support in finding suitable tenders and participation.



**DOCUMENTATION SUPPORT**  
Help in preparing and uploading required documents.



**TRAINING AND AWARENESS PROGRAMS**  
Regular training sessions and awareness initiatives.



**BID FILING ASSISTANCE**  
Support in bid preparation and online submission.



**TECHNICAL SUPPORT**  
End-to-end technical help for smooth transactions.

## EMPOWERING BUSINESSES • ENABLING GROWTH • BUILDING A STRONGER INDIA



**EQUAL ACCESS**  
For all businesses across India



**BETTER OPPORTUNITIES**  
Access to genuine government tenders



**BUSINESS GROWTH**  
More orders, more growth



**TRUST & TRANSPARENCY**  
Building confidence in procurement



**STRONGER ECOSYSTEM**  
Supporting Make in India and local businesses



**TOGETHER,  
WE BUILD A TRANSPARENT,  
INCLUSIVE & PROGRESSIVE  
PROCUREMENT ECOSYSTEM.**



Atmanirbhar Bharat



Make in India



Empowering MSMEs



Digital India



Viksit Bharat



# GEM SEVA KENDRA

Empowering Lives through Service

## OUR COMMITMENT

We remain committed to supporting MSMEs throughout the entire certification process and ensuring they receive maximum benefits without financial burden.

### OUR ASSURANCE



#### NO FINANCIAL BURDEN

Our services are completely funded by QCI (Quality Council of India) and not by MSMEs, suppliers, or OEMs.



**QCI**  
QUALITY COUNCIL  
OF INDIA



WE STAND WITH  
**MSMEs**  
AT EVERY STEP

### AS A GEM SEVA KENDRA ORGANIZING PARTNER



Our mission is to strengthen and empower the MSME ecosystem by improving quality standards, operational efficiency, and market competitiveness.



**IMPROVING  
QUALITY  
STANDARDS**



**ENHANCING  
OPERATIONAL  
EFFICIENCY**



**BOOSTING  
MARKET  
COMPETITIVENESS**



**BUILDING A  
STRONGER MSME  
ECOSYSTEM**

### OUR COMMITMENT



End-to-end support throughout the process



Maximum benefits for MSMEs



No hidden charges or financial burden



Trusted guidance and transparent services

EMPOWERING MSMEs. ENABLING GROWTH. BUILDING A STRONGER INDIA.





**GEM SEVA KENDRA**  
Empowering Lives through Service

# WHY CHOOSE US?

By partnering with us, your suppliers receive expert guidance and structured support to achieve nationally recognized quality standards and certifications.



NATIONALLY  
RECOGNIZED  
STANDARDS



TRUSTED  
CERTIFICATION  
PARTNER



SUPPORTING  
MSMEs FOR  
GROWTH



BUILDING A  
STRONGER &  
COMPETITIVE INDIA



EXPERT  
GUIDANCE



HANDS-ON  
SUPPORT



QUALITY  
ASSURANCE



EASY &  
STRUCTURED  
PROCESS



SUSTAINABLE  
BUSINESS  
GROWTH

## OUR KEY ADVANTAGES



### END-TO-END CERTIFICATION SUPPORT

Comprehensive support at every stage of the certification journey.



### FREE AWARENESS AND ONBOARDING PROGRAMS

Helping suppliers understand and begin their certification journey with ease.



### EXPERIENCED FIELD AND TECHNICAL SUPPORT TEAMS

Expert guidance from qualified and experienced professionals.



### STRONG MSME ENGAGEMENT MODEL

Deep engagement with MSMEs to drive awareness, adoption and success.



### ASSISTANCE UNTIL SUCCESSFUL CERTIFICATION

Continuous support until certification is successfully achieved.



### IMPROVED SUPPLIER QUALITY ECOSYSTEM

Strengthening quality, productivity and competitiveness of suppliers.



### INCREASED COMPLIANCE AND OPERATIONAL EXCELLENCE

Ensuring regulatory compliance and operational efficiency.



Our comprehensive approach – from awareness generation to final certification – ensures that your suppliers can navigate the ZED Certification process smoothly, efficiently, and successfully.

EMPOWERING SUPPLIERS. ENSURING QUALITY. DRIVING GROWTH.



STRONGER SUPPLIERS



COMPETITIVE EDGE



BRIGHTER FUTURE



## 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.



# Thanks

— FOR YOUR —

## SUPPORT & TIME



An Initiatives of -  
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