



Gem Seva

— SEVA • SAHAYOG • SAMRIDDHI —

GEM SEVA KENDRA

Service for Empowerment, Transformation in Life

A Venture of –
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MSME HANDHOLDING PROGRAMME

Benefits for the Implementation Agency – GeM Seva Kendra



1. INTRODUCTION

The Government e-Marketplace (GeM) has emerged as India's largest digital procurement platform, enabling Micro, Small and Medium Enterprises (MSMEs), startups, manufacturers, service providers, women entrepreneurs, and cooperatives to participate in government procurement opportunities.

However, a significant number of MSMEs face challenges in registration, documentation, compliance, tender participation, bid preparation, certification, and procurement management. GeM Seva Kendra acts as an Implementation Agency and Facilitation Centre to bridge this gap and provide end-to-end support services.

Through structured handholding, awareness, onboarding, training, documentation, certification support, and tender facilitation, GeM Seva Kendra creates a sustainable ecosystem benefiting MSMEs while generating long-term revenue and impact for this implementation agency.

2. KEY BENEFITS FOR GeM SEVA KENDRA AS IMPLEMENTATION AGENCY

A MEMBERSHIP REVENUE



Services Covered

- GeM Registration Support
- Vendor Profiling
- Tender Alerts
- Documentation Assistance
- Bid Submission Support
- Compliance Monitoring
- Certification Guidance

Benefits

- Recurring annual revenue
- Long-term customer retention
- Strong supplier database creation
- Predictable cash flow

B CONSULTANCY & SERVICE CHARGES



Services

- GeM Registration
- OEM Registration
- Product Listing
- Service Listing
- Vendor Assessment
- Tender Identification
- Bid Preparation
- Bid Submission
- Contract Management

Benefits

- High-margin professional services
- Scalable business model
- Continuous engagement with clients

C DOCUMENTATION & COMPLIANCE SERVICES



Support Areas

- Udyam Registration
- PAN/GST Compliance
- ISO Certifications
- Vendor Assessment
- Quality Certifications
- Digital Signatures
- Bank Documentation

Benefits

- Service fee generation
- Strong client dependency
- Increased customer retention

D TENDER FACILITATION REVENUE



Activities

- Tender Identification
- Opportunity Mapping
- Eligibility Analysis
- Technical Bid Preparation
- Financial Bid Preparation
- Online Submission
- Post-Tender Support

Benefits

- Consultancy income
- Success-based incentives
- Long-term supplier relationships

E TRAINING & AWARENESS PROGRAMME REVENUE



Programmes

- MSME Awareness Camps
- GeM Workshops
- Vendor Development Programmes
- Procurement Training
- Digital Business Enablement

Revenue Sources

- Registration Fees
- Sponsorships
- CSR Funding
- Government Support

Benefits

- Brand visibility
- Lead generation
- New member acquisition

F FRANCHISE EXPANSION OPPORTUNITIES



Structure

- State Franchise
- District Franchise
- Taluka Facilitation Centres

Benefits

- Franchise fees
- Recurring royalty income
- Rapid geographic expansion
- Local employment generation

G CERTIFICATION FACILITATION REVENUE



Support MSMEs in obtaining

- ZED Certification
- ISO Certifications
- GMP Certifications
- FSSAI Compliance
- Industry-Specific Certifications

Benefits

- Professional service income
- Increased client engagement
- Improved supplier competitiveness

H DIGITAL SERVICE ECOSYSTEM



Services Include

- Website Development
- Digital Marketing
- E-Catalogue Preparation
- Product Photography
- Branding Support
- E-Commerce Onboarding

Benefits

- Cross-selling opportunities
- Higher revenue per client
- Business growth support

3. STRATEGIC BENEFITS



DATABASE CREATION

Build a large MSME database for future service offerings.



GOVERNMENT LINKAGES

Establish relationships with:

- MSME Ministry
- NSIC
- DIC
- KVIC
- State Industries Departments
- Procurement Agencies



CORPORATE PARTNERSHIPS

Develop partnerships with:

- PSUs
- CSR Foundations
- Large Corporates
- Industry Associations



MARKET POSITIONING

Become a trusted procurement and business growth partner.

4. SOCIAL & ECONOMIC IMPACT



MSME Formalization



Increased Government Procurement Participation



Employment Generation



Women Entrepreneurship Promotion



Startup Ecosystem Development



Local Manufacturing Growth



Digital Transformation of MSMEs

5. INDICATIVE REVENUE STREAMS

Revenue Source	Nature
Membership Fees	Recurring
Registration Services	One-time
Tender Consultancy	Project-Based
Documentation Services	Service-Based
Certification Support	Consultancy
Training Programmes	Event-Based
Franchise Fees	Expansion Revenue
Royalty Income	Recurring
Digital Services	Service-Based
CSR/Government Projects	Institutional Revenue

6. CONCLUSION

GeM Seva Kendra is not merely a registration support centre; it is a comprehensive MSME empowerment and procurement facilitation ecosystem. By providing end-to-end handholding services, the implementation agency creates sustainable revenue streams while supporting the growth, formalization, and competitiveness of Indian MSMEs.



Business
Sustainability



Employment
Generation



Entrepreneurship
Development



Government
Procurement



Nation
Building



2. KEY BENEFITS FOR GeM SEVA KENDRA AS IMPLEMENTATION AGENCY

A

MEMBERSHIP REVENUE

GeM Seva Kendra can introduce annual membership plans for MSMEs and suppliers.



SERVICES COVERED



GeM Registration Support



Vendor Profiling



Tender Alerts



Documentation Assistance



Bid Submission Support



Compliance Monitoring



Certification Guidance



BENEFITS



Recurring annual revenue



Long-term customer retention



Strong supplier database creation



Predictable cash flow



WHY MEMBERSHIP MODEL IS BENEFICIAL?

यह मॉडल GeM सेवाओं के लिए निरंतर मूल्य प्रदान करता है, जिससे MSMEs और सप्लायर्स का दीर्घकालिक जुड़ाव सुनिश्चित होता है और कार्यालयन एजेंसी के लिए स्थिर एवं अनुमानित आय का स्रोत बनता है।





— Service • Synergy • Prosperity —

B.

CONSULTANCY & SERVICE CHARGES

Implementation agency can earn consultancy fees from:



SERVICES



GeM Registration



OEM Registration



Product Listing



Service Listing



Vendor Assessment



Tender Identification



Bid Preparation



Bid Submission



Contract Management



BENEFITS



High-margin professional services

Consultancy services are value-driven and deliver higher margins for sustainable growth.



Scalable business model

The model is easily scalable across industries, regions, and client segments with standardized processes.



Continuous engagement with clients

From registration to contract management, build long-term relationships and repeat business opportunities.



WHY CHOOSE CONSULTANCY & SERVICE MODEL?

Our consultancy-led approach ensures end-to-end support for MSMEs and suppliers across the GeM ecosystem. This creates long-term value, builds trust, and ensures sustainable growth for both clients and the implementation agency.



Trusted Expertise



End-to-End Support



Business Growth



Revenue Sustainability



Client Satisfaction



Service • Synergy • Prosperity

C.

DOCUMENTATION & COMPLIANCE SERVICES

Many MSMEs require assistance in preparing mandatory documents.



SUPPORT AREAS



Udyam Registration



PAN/GST Compliance



ISO Certifications



Vendor Assessment



Quality Certifications



Digital Signatures



Bank Documentation



BENEFITS



Service fee generation

Earn recurring service fees by helping MSMEs with essential documentation and compliance requirements.



Strong client dependency

Build trust and long-term relationships as businesses rely on your expertise for their compliance and documentation needs.



Increased customer retention

Consistent support and reliable services lead to higher customer satisfaction and long-term engagement.



WHY CHOOSE OUR DOCUMENTATION & COMPLIANCE SERVICES?

We simplify complex compliance processes and ensure MSMEs remain compliant, competitive, and ready to participate in government procurement opportunities.



EXPERT
SUPPORT



COMPLIANCE
ASSURANCE



TIME
SAVING



RISK
REDUCTION



BUSINESS
GROWTH



GeM Seva Kendra – Your Trusted Partner in Documentation, Compliance & Business Growth!

D. TENDER FACILITATION REVENUE

GeM Seva Kendra can provide professional tender support.



ACTIVITIES



Tender Identification

Identifying relevant tenders from GeM and other portals as per client profile.



Opportunity Mapping

Mapping the best opportunities that match client capabilities and goals.



Eligibility Analysis

Analyzing eligibility criteria and ensuring clients meet all requirements.



Technical Bid Preparation

Preparing accurate and compliant technical bid documents.



Financial Bid Preparation

Preparing competitive and error-free financial bid sheets.



Online Submission

Submitting tenders online on GeM and other e-procurement platforms.



Post-Tender Support

Providing support for clarifications, corrections, negotiations and contract finalization.



BENEFITS



Consultancy Income

Earn attractive consultancy fees for every tender supported, creating a consistent and scalable revenue stream.



Success-based Incentives

Additional success-based incentives on award of tender, ensuring higher returns for your efforts.



Long-term Supplier Relationships

Build long-term partnerships with suppliers by supporting their growth and success in government procurement.



WHY CHOOSE GeM SEVA KENDRA?

Our expert team ensures end-to-end tender support with accuracy, compliance and strategy, helping MSMEs win more orders and grow sustainably in the government marketplace.



Expert Team

Experienced professionals with domain expertise



End-to-End Support

Complete tender support from identification to contract



Time Saving

Save time and resources with efficient processes



Higher Success Rate

Improved chances of winning tenders



Better Revenue

Increase business opportunities and revenue potential



Trusted Partner

Reliable partner for long-term growth and success



Gem Seva Kendra – Your Partner in Winning Tenders, Building a Stronger Tomorrow!

E. TRAINING & AWARENESS PROGRAMME REVENUE

GeM Seva Kendra can conduct impactful training and awareness programmes to build capacity and create opportunities for MSMEs.



PROGRAMMES



MSME Awareness Camps

Creating awareness about government procurement opportunities on GeM.



GeM Workshops

Hands-on workshops to help businesses understand and use the GeM platform effectively.



Vendor Development Programmes

Strengthening vendor capabilities and preparing them for competitive bidding.



Procurement Training

Training on tendering process, compliance, documentation and best practices.



Digital Business Enablement

Enabling MSMEs to adopt digital tools and grow their online presence.



REVENUE SOURCES



Registration Fees

Charge nominal fees for participation in training and awareness programmes.



Sponsorships

Partner with industry, banks and corporates for event sponsorships.



CSR Funding

Collaborate with companies for CSR initiatives to empower MSMEs.



Government Support

Avail support from various government schemes and development programs.



BENEFITS



Brand Visibility

Enhance brand presence through impactful events and outreach activities.



Lead Generation

Attract and engage more MSMEs, generating quality business leads.



New Member Acquisition

Convert participants into loyal members and long-term clients.



EMPOWER MSMEs. CREATE IMPACT. **GENERATE REVENUE.**

With GeM **Seva** Kendra – Building Capacity, Creating Opportunities!



F. FRANCHISE EXPANSION OPPORTUNITIES

The GeM Seva Kendra model can be expanded through district and state-level franchises.



STRUCTURE



State Franchise

Appointed at the state level to oversee and support district franchises and drive policy alignment.



District Franchise

Operates at the district level to deliver GeM services, train MSMEs, and support vendors and buyers.



Taluka Facilitation Centres

Local touchpoints in taluka areas to provide last-mile support, awareness, and handholding to MSMEs.



BENEFITS



Franchise Fees

One-time franchise fees charged from partners for onboarding into the GeM Seva Kendra network.



Recurring Royalty Income

Earn continuous income through monthly or annual royalty from active franchise operations.



Rapid Geographic Expansion

Expand the presence of GeM Seva Kendra across districts and states quickly and efficiently.



Local Employment Generation

Create jobs and entrepreneurial opportunities at the local level, driving socio-economic growth.



A SCALABLE MODEL FOR NATIONWIDE IMPACT

The franchise expansion model ensures wider reach, stronger local presence, and sustainable growth while empowering MSMEs and contributing to the vision of Atmanirbhar Bharat.



STRONG NETWORK



WIDER OUTREACH



EMPOWERING MSMEs



SUSTAINABLE GROWTH



EXPAND. EMPOWER. EARN.

With GeM Seva Kendra Franchises – Building a Stronger Tomorrow!



— सेवा • सहयोग • समृद्धि —

G.

CERTIFICATION FACILITATION REVENUE

Help MSMEs achieve recognized certifications and improve their quality, compliance and market competitiveness.



SUPPORT MSMEs IN OBTAINING



ZED Certification

Enhances quality, productivity and competitiveness of MSMEs.



ISO Certifications

International recognition for quality management and best practices.



GMP Certifications

Ensures good manufacturing practices and product safety.



FSSAI Compliance

Assistance in food safety registration and compliance.



Industry-Specific Certifications

Support for sector-specific certifications as per regulatory and buyer requirements.



BENEFITS



Professional Service Income

Earn attractive income by offering expert certification facilitation services.



Increased Client Engagement

Build stronger relationships through value-added services and long-term client trust.



Improved Supplier Competitiveness

Help MSMEs become certified and eligible for more business opportunities in domestic and global markets.



WHY CERTIFICATION MATTERS FOR MSMEs?

- ✓ Opens doors to new markets and customers
- ✓ Improves product quality and operational efficiency
- ✓ Builds credibility and trust with buyers
- ✓ Ensures regulatory compliance and reduces risks



KEY OUTCOMES



QUALITY IMPROVEMENT

Enhance quality standards and operational excellence.



MARKET ACCESS

Gain access to larger markets and new business opportunities.



GOVERNMENT PROCUREMENT READINESS

Meet eligibility criteria for government and public sector tenders.



COMPLIANCE EXCELLENCE

Stay compliant with national and international standards and regulations.



BUSINESS GROWTH

Drive sustainable growth and long-term profitability.



GeM Seva Kendra – Enabling MSMEs
Through Certification, Compliance & Growth

H. DIGITAL SERVICE ECOSYSTEM

Additional services can empower MSMEs to build a strong digital presence and grow their business.



ADDITIONAL SERVICES

Website Development

Create professional, responsive and user-friendly websites to establish a strong online presence.

Digital Marketing

Promote products and services through SEO, social media, Google Ads and content marketing.

E-Catalogue Preparation

Design attractive and informative e-catalogues to showcase products and services effectively.

Product Photography

High-quality product photography that enhances visibility and builds customer trust.

Branding Support

Develop logos, brochures, packaging designs and brand identity to strengthen business image.

E-Commerce Onboarding

Assist MSMEs in onboarding on leading e-commerce platforms and online marketplaces.

BENEFITS

Cross-selling Opportunities

Offer multiple digital services to existing clients and expand service engagement.

Higher Revenue per Client

Increase average revenue by providing value-added digital solutions.

Business Growth Support

Help MSMEs grow their business, reach new markets and enhance competitiveness.

WHY A DIGITAL SERVICE ECOSYSTEM MATTERS?

- ✓ Builds strong digital presence for MSMEs
- ✓ Increases sales and business opportunities
- ✓ Improves market visibility and customer engagement
- ✓ Drives long-term growth and sustainability



KEY OUTCOMES FOR MSMEs



Enhanced Visibility
Reach more customers online and offline.



Better Engagement
Engage customers through digital channels.



Increased Sales
Generate more leads and convert into sales.



Stronger Brand Image
Build trust and credibility in the marketplace.



Sustainable Growth
Ensure long-term business growth.



Higher Profitability
Improve efficiency and increase profitability.



GeM Seva Kendra – Your Digital Partner for MSME Success!
Digital Solutions. Real Growth. Endless Possibilities.

3. STRATEGIC BENEFITS

Driving long-term value through strong networks, partnerships and market leadership.



01



DATABASE CREATION

Build a large and comprehensive MSME database for future service offerings and targeted engagement.

02



GOVERNMENT LINKAGES

Establish strong relationships with key government organizations:

- ✓ MSME Ministry
- ✓ NSIC
- ✓ DIC
- ✓ KVIC
- ✓ State Industries Departments
- ✓ Procurement Agencies

03



CORPORATE PARTNERSHIPS

Develop strategic partnerships with leading organizations to create mutual value and growth opportunities:

- ✓ PSUs
- ✓ Large Corporates
- ✓ CSR Foundations
- ✓ Industry Associations

04



MARKET POSITIONING

Position as a trusted partner for procurement support and overall business growth of MSMEs. Build credibility, trust and long-term relevance in the market.

THE STRATEGIC ADVANTAGE



Stronger Network

Build a robust ecosystem of MSMEs, government and corporates.



Sustainable Growth

Drive consistent revenue and long-term business sustainability.



Increased Opportunities

Access new markets, tenders and business collaborations.



Enhanced Credibility

Strengthen trust and reputation as a reliable service partner.



Higher Impact

Contribute to MSME empowerment and economic growth.



STRONG NETWORKS. STRATEGIC PARTNERSHIPS. SUSTAINABLE GROWTH.

With Gem **Seva** Kendra – Building Connections, Creating Opportunities!

4. SOCIAL & ECONOMIC IMPACT

Through effective handholding, GeM Seva Kendra contributes to building a stronger, inclusive and self-reliant economy.



01. MSME FORMALIZATION

Encourages enterprises to register, comply and become part of the formal economy.



02. INCREASED GOVERNMENT PROCUREMENT PARTICIPATION

Helps MSMEs access government tenders and schemes, promoting transparency and inclusive economic growth.



03. EMPLOYMENT GENERATION

Facilitates business growth and expansion, leading to more job opportunities across regions.



04. WOMEN ENTREPRENEURSHIP PROMOTION

Empowers women by providing access to resources, training and market opportunities.



05. STARTUP ECOSYSTEM DEVELOPMENT

Supports startups and innovative ideas through mentorship, guidance and market linkages.



06. LOCAL MANUFACTURING GROWTH

Strengthens local production capabilities and promotes "Make in India" and self-reliance.



07. DIGITAL TRANSFORMATION OF MSMEs

Promotes adoption of digital tools and platforms, enhancing productivity, efficiency and global competitiveness.

OVERALL IMPACT



STRONGER MSMEs

More competitive and globally ready businesses.



SUSTAINABLE GROWTH

Balanced economic development across sectors and regions.



INCLUSIVE SOCIETY

More opportunities for all, leading to equitable growth.



ATMANIRBHAR BHARAT

Contributing to a self-reliant, self-sustaining and prosperous India.



PROSPEROUS FUTURE

Building a better tomorrow through empowered enterprises.



EMPOWERING ENTERPRISES. ENRICHING LIVES. STRENGTHENING INDIA.

With GeM Seva Kendra – Together, We Create Impact!

5. INDICATIVE REVENUE STREAMS

Multiple revenue opportunities that ensure sustainability and growth of GeM Seva Kendra.



REVENUE SOURCE	NATURE
 Membership Fees Annual or periodic fees from MSMEs for accessing platform services and support.	 Recurring
 Registration Services Fees for MSME registration, vendor onboarding and profile creation.	 One-time
 Tender Consultancy Consultancy fees for tender search, analysis, bid preparation and submission support.	 Project-Based
 Documentation Services Charges for preparing and managing required business and compliance documents.	 Service-Based
 Certification Support Consultancy fees for obtaining various certifications and compliances.	 Consultancy
 Training Programmes Fees from training workshops, seminars and capacity building programmes.	 Event-Based
 Franchise Fees One-time or periodic fees from franchise partners for expansion.	 Expansion Revenue
 Royalty Income Royalty from franchisees based on business volume or revenue share.	 Recurring
 Digital Services Revenue from website development, digital marketing, e-catalogue, photography and other digital solutions.	 Service-Based
 CSR/Government Projects Income from CSR initiatives, government schemes and institutional projects.	 Institutional Revenue

WHY THESE REVENUE STREAMS MATTER?



FINANCIAL SUSTAINABILITY
Ensures stable and diversified income through multiple revenue sources.



BUSINESS GROWTH
Scalable model that grows with MSME and market expansion.



STRONGER IMPACT
Supports more MSMEs and contributes to economic and social development.



LONG-TERM VIABILITY
Builds a future-ready organization with recurring and scalable revenue streams.



VALUE CREATION
Creates value for MSMEs, partners, government and the community.



GeM Seva Kendra – Sustainable Revenue. Stronger Impact. Shared Growth.
Empowering MSMEs. Enriching Lives. Strengthening India.



GemSeva

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6. CONCLUSION

GeM Seva Kendra is not merely a registration support centre; it is a comprehensive MSME empowerment and procurement facilitation ecosystem. By providing end-to-end handholding services, the implementation agency creates sustainable revenue streams while supporting the growth, formalization, and competitiveness of Indian MSMEs.

The model combines business sustainability, employment generation, entrepreneurship development, government procurement participation, and nation-building objectives, making GeM Seva Kendra a scalable and impactful implementation framework across India.



KEY OUTCOMES DELIVERED



BUSINESS SUSTAINABILITY

Creates reliable revenue streams ensuring long-term viability of the implementation agency.



EMPLOYMENT GENERATION

Generates direct and indirect employment opportunities across regions.



ENTREPRENEURSHIP DEVELOPMENT

Empowers aspiring entrepreneurs and supports the growth of startups and small businesses.



GOVERNMENT PROCUREMENT PARTICIPATION

Enables more MSMEs to participate in government tenders and procurements.



NATION-BUILDING OBJECTIVES

Contributes to inclusive economic growth, self-reliance and a stronger Atmanirbhar Bharat.



SCALABLE & IMPACTFUL MODEL

A replicable framework that can be expanded across India for maximum impact.

OUR VISION

To build a self-reliant, empowered and competitive MSME ecosystem through trust, technology and timely support — driving India towards a prosperous and inclusive future.



Stronger MSMEs. Stronger Businesses. Stronger India.

With GeM Seva Kendra — Together, We Build a Better Tomorrow!



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**

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