

# GeM is world's 3rd largest e-market for public procurement

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**NEW DELHI:** India's Government e-Market or GeM portal is the world's third largest e-commerce platform for public procurement after Korea ON-line E-Procurement System (KON-EPS) and Singapore's GeBIZ with total sales value crossing ₹4 lakh crore in current financial year ending on March 31, a senior official said.

"GeM closes this financial year with over ₹4 lakh crore gross merchandise value (GMV), almost a 100% jump from the GMV at the end of previous fiscal year, exhibiting its unique ability to promote digital inclusion," GeM CEO PK Singh said. GMV represents the total value of goods or services sold within a specific period.

Launched in August 2016, the total value of orders placed through GeM in 2018-19 was ₹17,445 crore, which gradually went up to about ₹1.07 lakh crore in 2021-22. In the previous financial year (FY23) the value of orders (or GMV) was little over ₹2.01 lakh crore.

While both public and private sectors companies can sell their products and services through GeM, buyers can only be government entities, including gram panchayats. Defence procurement is one of the major business activities in the platform. "Assembly of BrahMos missile is being done through GeM as a service contract. In defence, right from supplying eggs up to the missile parts is being done through the portal," said Singh.

"GeM provides a level-playing field for domestic businesses, particularly smaller ones, physically distant from popular markets. Of the ₹4 lakh crore GMV, orders nearly 50% has been awarded to marginalised seller segments such as artisans, weavers, craftsmen, micro and small enterprises, women-led units,



**PK Singh, GeM CEO.** [LINKEDIN](#)

farmer producer organisations and startups," he added.

The portal has collaborations with over 5.2 lakh Common Services Centres (CSCs) and more than 1.5 lakh India Post offices to link remotest locations of the country for seamless procurement, he said. "Through supportive handholding at every step to help diverse sellers and service providers grow their business on GeM, the platform has given impetus to hyper local economies across regions in India, resulting in job creation and greater incomes."

According to Singh, services procurement through GeM is rapidly growing. Procurement of services from the portal was worth ₹66,000 crore in 2022-23, which jumped to ₹2.05 lakh crore in the current fiscal year. Goods procurement in FY24 (as on March 28) was valued at ₹1.95 lakh crore, marginally lower than the services procurement.

"GeM has been exceptionally successful in breaking down the cartel of established and renowned service providers, paving way for small domestic entrepreneurs to participate in government tenders from anywhere at any time. The vast repository of services on GeM has enabled states to procure innovative solutions that cater to all their dynamic needs," he said.