Aligning Trade Facilitation with SDGs

Good practices in trade facilitation for SMEs and women

by

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GeM—Overview

• Launched on 9th August 2016.

• 1-stop online procurement portal for all govt. buyers including central/state ministries, depts, bodies & PSUs.

• Procurement of Goods & Services by Ministries or Departments will be MANDATORY for Goods or Services available on GeM, as per Rule 149 of GFR.

“Shri Narendra Modi
Honble Prime Minister of India

The government is committed to curbing corruption. One of the key aspects of this objective is to minimize Government’s human transactional interface.”

Open
Inclusive
Efficient
Cashless
Right priced
End to end solution
Transparent
Paperless
Contactless
Women entrepreneurs have limited access to markets and finance, Unable to network with fellow entrepreneurs and peers, and 68 % MSMEs lack digital footprint in India.

Photo Courtesy: Alex Gray/Wikipedia Commons/CC BY-SA 3.0
Internet economy to contribute 200 billion USD/ 5 % to GDP by 2020
Internet users to clock 500 million by mid 2018; 300M urban, 200M rural
Emerging Internet users – Youth, Rural India and Women

Photo Courtesy: Rashi Sabherwal, EPoD India, Indian Express
MKT SIZE - INTERNET & WOMEN

143 million or 30 percent of total Internet users, women
Key drivers – expanding reach, affordable access & improved awareness
Vernacular content to increase by 60 percent

Photo Courtesy: Sivahari/Wikipedia Commons/CC BY-SA 3.0
In pursuit of life, liberty and happiness

Handicraft, Accessories, Home Decor & Furnishings, Food and Beverages, Jute Products, Organic Food & Spices, Wood Crafts and more from Women Entrepreneurs on GeM, click here...

City Livelihood Centers
DAY-NULM
Deen Dayal Antyodaya Yojana National Urban Livelihood Mission

Know More
GeM has done extensive research to identify stakeholders and MSMEs within Coir, Handloom and Handicraft clusters in India.

18.7 lakh handloom and handicraft establishments of which 96.6% were owned by proprietors.

1,140 Handloom Clusters - https://goo.gl/Ye18rX

1,480 Handicraft Clusters - https://goo.gl/Sqc1wF
560 Implementing Agencies - https://goo.gl/xABqMH
Aggregators reach out to clusters through WSHGs/NGOs

Onboard the cluster on GeM as a Seller & gain buyer visibility

Mentor clusters in quality improvement through affiliations

• Explain the context of GeM
• Explore partnership with the WSHGs/NGOs for the benefit of the cluster

• Create product categories/technical parameter sheets for handloom and handicraft products
• Train and register the cluster on GeM platform as “Seller”
• Align opportunities for implementing agency to network with potential Government buyers
• Publish and broadcast success stories in print and digital media

• Collaborate with R & D Institutes to improve quality, reduce costs and spur HYPERLOCAL procurement
• Connect clusters with industry advisers for product development and market trends
• Conduct workshops/training on product to design innovative concepts
• Connect clusters with funding institutions/foundations
Key Statistics

As on 31st August 2019

Sellers & Service Providers

- Products: 12,11,908
- Total Number of Orders: 22,58,581
- Gross Merchandize Value: 33,717 Cr

Buyers

- 38,068

GeM Transactions

Digital India Platinum Award 2018 for ‘Exemplary online Service’

South Asia Procurement Innovation Awards of the World Bank, 2016
Innovations have led to large-scale quantified impact for the marketplace.

**Efficiency**
- 30 X: Registration & offering (4 months to 97 hrs)
- 180 X: Tender creation to evaluation (6 months to 1 day)

**Savings**
- ~25%: Across categories on an average
- 100%: Advertisement cost, printing and paper cost

**Environmental cost**

**Transparency**
- 88X/12X: Seller participation/categories
- 3 X: Average bid participation (Current average 9 bid)

**Inclusion**
- MSME – 45K /13,808 cr
- Startup - 2,579/ 411 cr
- Women – 5,873/1,943 cr
GeM aligns with UN SDGs

- 5: Gender Equality
- 8: Decent Work and Economic Growth
- 9: Industry, Innovation and Infrastructure
- 10: Reduced Inequalities
- 11: Sustainable Cities and Communities
THANK YOU

Connect With Us

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Government e Marketplace

Artist: Ms. Anukta M Ghosh’s “Magan” illustration of Women empowerment and grace at Ghumar dance in Rajasthan.

From Candle light to SPOT LIGHT