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A "GeM" of an Idea for MSMEs to Enhance their Business

In the month of August 2016, The Government of India launched 'G e M '(Government e Marketplace), an online portal which aims at enhancing transparency, efficiency and speed in public procurement. It provides tools of e bidding, reverse e-auction and demand aggregation, to help the government get the best value for their money and hence, use the taxpayers' money more efficiently. With the aim of sensitizing the MSMEs, particularly in Goa about Government e Marketplace (GeM), The World Trade Center Goa in association with MSME DI, Margao organised a webinar titled "GeM Seller Registration", to enable Goan MSMEs understand the procedure for registering on the GeM Portal. Chief Guest Mr. A R Gokhe, Director MSME DI Goa, in his address encouraged MSMEs to take advantage and register their products on the GeM platform, to reap the benefits of enhanced business that could accrue from the Central and State Governments respectively, as very soon, more than 338 items will have to be compulsorily procured from the GeM portal by the Government. He also, briefly spoke on the public procurement scheme and the Samadhan online portal that is introduced to address the grievance of the MSMEs. While presenting an Industry perspective, Guest of Honor, Mr. Joseph Mathew, President - Margao Industry's Association and Managing Director - Elecon Constructions Pvt. Ltd., said that MSMEs in Goa should make it their goal to make India the top exporter to the world, and suggested them to work with the Government departments toward achieving this goal by registering on GeM which would be a apt platform to enhance business productivity considering its availability as an online platform. Ms. Deepa G L, Deputy Director, MSME DI Goa, a Special Invitee to the webinar, mentioned that with the objective of enhancing the marketing capacity of the MSMEs and improving transparency in the payment gateways, the GeM platform would set new benchmarks for MSMEs to grow their businesses. Mr. Gowtham H S, Regional Business Facilitator, Karnataka and Goa, the esteemed speaker for the day, explained the concept of the GeM portal. He gave a step-by-step explanation from logging on to the GeM Portal and creating an account, to updating the profile and directors Information as well as vendor assessment. Mr. Gowtham also explained the advantages that would accrue to the MSMEs upon registering their business on the portal. While mentioning that the GeM portal is like any other E commerce website, he said that it however has a different algorithm and functionality. Further in his address, he mentioned that Self Help Groups could also register their products on the GeM portal, which would give them an edge in the national market, as their products will be given Pan India visibility through the portal. The webinar was followed by a Q & A session during which Mr. Gowtham was prompt in answering the queries raised. He also assured assistance to all attending delegates and agreed to answer their questions offline, as and when they arise. Speaking at the webinar, Mr. Cyril Desouza, Assistant Director - Trade Promotion was of the view that the GeM Portal could be a game changer and would offer MSMEs a modern and versatile platform to enhance their business presence across India and thereby also enhance their respective businesses prospects.

The webinar was held on October 29, 2020