

GOVERNMENT OF INDIA
MINISTRY OF COMMERCE & INDUSTRY
(DEPARTMENT OF COMMERCE)

LOK SABHA
UNSTARRED QUESTION NO. 4953
ANSWERED ON 01/04/2025

GeM PORTAL

4953. SHRI Y S AVINASH REDDY:

Will the Minister of **COMMERCE & INDUSTRY** (वाणिज्य एवं उद्योग मंत्री) be pleased to state:

- (a) whether it is a fact that Government has barred small traders from supplying the goods from GeM Portal by introducing the method of Original Equipment Manufacturer, in which, original manufacturer can only sell the goods from GeM Portal;
- (b) if so, the details thereof and if not, the reasons therefor;
- (c) whether the Government has taken note that the introduction of OEM method, small suppliers are not able to do their business and facing it problem with GeM system and if so, the details thereof; and
- (d) the details of the steps being taken to address the problems of small traders?

ANSWER

वाणिज्य और उद्योग मंत्रालय में राज्य मंत्री (श्री जितिन प्रसाद)

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY
(SHRI JITIN PRASADA)

(a) Government has not barred small traders from supplying goods from the GeM Portal. In 10,870 categories of products (out of total of 11,020 live categories), Re-sellers can supply goods through GeM. Only in about 150 categories (mainly related to certain lifesaving Drugs and Pharmaceutical Products, Medical Equipment and Accessories, Medicines, Motor Vehicles), re-sellers are not allowed. GeM has taken several initiatives to support small and women-led enterprises, including:

- i. Provision of Marketplace filters and product catalogue icons to distinguish product catalogues by women entrepreneurs in Direct Purchase/L1 mode of procurement.
- ii. Exemption from payment of caution money.
- iii. Forward market linkages for Women, Startups, Self Help Groups, Artisans& Weavers, One District One Product (ODOP), Farmers Producer Organisation (FPOs) etc. through the creation of 8 “#vocalforlocal” GeM Outlet Stores.

- iv. Application Programming Interface (API) integration with Udyam MSME database for 2-step seller auto-registration on the GeM platform.
- v. Strategic relationships through Memorandum of Understanding (MoUs) with key players namely; Laghu Udyog Bharati, Federation of Indian Chambers of Commerce & Industry Ladies Organization (FLO), Self Employed Women's Association (SEWA) among others from the Industry, Government and Not-for-Profit sector.
- vi. Participation in Industry exhibitions, fairs, roadshows and events, etc., held at India Trade Promotion Organisation (ITPO)/ India Exposition Mart Limited (IELM)
- vii. Immersive Onboarding (from seller registration to product catalogue upload on the portal) of sellers, cataloguing success stories of sellers for enhanced interest and engagement among prospective sellers.

(b) to (d) Does not arise in view of the above.
