Information about Country of Origin by the sellers made mandatory on GeM to promote Make in India and Aatmanirbhar Bharat

- Government e-Marketplace (GeM), a Special Purpose Vehicle under the Ministry of Commerce and Industry, has made it mandatory for sellers to enter the Country of Origin while registering all new products on GeM.
- Further, sellers, who had already uploaded their products before the introduction of this new feature on GeM, are being reminded regularly to update the Country of Origin, with a warning that their products shall be removed from GeM if they fail to update the same. GeM has taken this significant step to promote ‘Make in India’ and ‘Aatmanirbhar Bharat’.
- GeM has also enabled a provision for indication of the percentage of local content in products.
- With this new feature, now, the Country of Origin as well as the local content percentage are visible in the marketplace for all items.
- More importantly, the ‘Make in India’ filter has now been enabled on the portal.
- Buyers can choose to buy only those products that meet the minimum 50% local content criteria.
- In case of Bids, Buyers can now reserve any bid for Class I Local suppliers (Local Content > 50%).
- For those Bids below INR 200 crore, only Class I and Class II Local Suppliers (Local content > 50% and > 20% respectively) are eligible to bid, with Class I supplier getting purchase preference.
- Since its inception, GeM is continuously working towards promotion of ‘Make in India’ initiative.
- The Marketplace has facilitated entry of small local sellers in Public Procurement, while implementing ‘Make in India’ and MSE Purchase Preference Policies of the Government in the true sense.
- GeM is enabling quick, efficient, transparent and cost-effective procurement, especially in this hour of need when government organizations require products and services urgently to fight against the Covid-19 pandemic.
- The purchases through GeM by Government users have been authorised and made mandatory by Ministry of Finance.