GeM QUALITY REPORT

APRIL-JUNE 2020

Report History

1. **First Quarter-** **Apr-Jun'18** 12th July 2018	**2.** **Second Quarter-** **Jul-Sep'18** 12th October 2018	**3.** **Third Quarter-** **Oct-Dec'18** 12th January 2019	**4.** **Fourth Quarter-** **Jan-Mar'19** 17th April 2019
5. **First Quarter-** **Apr-Jun'19** 24th July 2019	**6.** **Second Quarter-** **Jul-Sep'19** Not Released	**7.** **Third Quarter -** **Oct-Dec'19** 17th February 2020	**8.** **Fourth Quarter-** **Jan-Mar'20** 20th May 2020
9. **First Quarter-** **Apr-Jun '20** 27th July 2020			

Report Metadata

Sr. No.	Data Elements	Value
1.	Title	GeM Quality Report
2.	Target Audience	Stakeholders of GeM including Buyers, Sellers, Industry Associations, Partners etc.
3.	Source *(This report is part of GeM Quality Framework)*	This report provides the statistics on overall health and quality of GeM platform during the reporting period using KPIs mentioned in GeM Quality Framework which has been further derived from the overall GeM Analytics Framework 'Analytics on GeM V0.8'
4.	Publisher	GeM
5.	Document Number	GeM/QR-2020-21/9.0

CONTENTS

कार्यकारिणी संक्षिप्त विवरण

जेम गुणवत्ता फ्रेमवर्क में उल्लिखित मापदंडों पर जेम के समग्र हितलाभ तथा गुणवत्ता की स्थिति प्रदान करने के लिए तिमाही आधार पर जेम गुणवत्ता रिपोर्ट प्रकाशित की जाती है।

जेम पर गुणवत्ता के तीन मुख्य हितधारक अर्थात जेम एस पी वी, क्रेता तथा विक्रेता होते हैं जिनका सहयोग तथा गुणवत्ता सुनिश्चित किया जाना आवश्यक है। प्लेटफार्म की उपलब्धता, इसकी सुगमता तथा क्रियात्मकता के प्रयोग में लेन, प्रयोगता की क्षमता निर्माण, प्रशिक्षण तथा प्रयोक्ता सहायता पर नियंत्रण रखने के लिए एकमात्र जेम एस पी वी ही उत्तरदायी है।

अपनी स्थापना के प्रारम्भ से ही जेम निरंतर ''मेक इन इंडिया'' की पहल को बढ़ावा देने का कार्य कर रहा है। इस मार्केटप्लेस ने सही मायनों में ''मेक इन इंडिया'' तथा सरकार की सूक्ष्म, लघु तथा मध्यम उद्योग से खरीद को वरीयता देने की नीतियों को लागू करने में छोटे स्थानीय विक्रेताओं के प्रवेश को सुगम बना दिया है। सभी नए उत्पादों के पंजीकरण के समय जेम विक्रेताओं को उत्पादक देश का नाम दर्ज किए जाने का अनुरोध करता है। इससे अधिक महत्वपूर्ण यह है कि ''मेक इन इंडिया'' फ़िल्टर अब पोर्टल पर क्रियाशील है। क्रेता खरीद हेतु केवल उन उत्पादों को चुन सकते हैं जो कम से कम 50 प्रतिशत स्थानीय वस्तु मापदंड को पूरा करते हो।

नई प्रौद्योगिकी तथा तकनीकों का प्रयोग करते हुए जेम सदैव प्रयासरत रहता है। ताकि प्रयोक्ता के अनुभव को बेहतर ढंग से सुनिश्चित किया जा सके। सभी फीडबैक जो उपयोगकर्ताओं द्वारा प्रदान किए गए, फीडबैक की सभी श्रेणियां जो GeMmy पर प्राप्त हुई थी उन शिकायतों के मूल कारण को जानने के लिए सांख्यिकी, विश्लेषण किया गया था। अधिक सुसंगत सुचना के साथ प्रयोक्ताओं के साथ काम में लगने के लिए इंटेलीजेंट बॉट को बैकएंड डाटाबेस के साथ भी एकीकृत किया गया है।

प्रयोक्ता का अनुभव जिसमें शामिल विक्रेता पैनल, जिसके जरिए प्रयोक्ता आसानी से ब्रांड/उत्पाद के अनुरोधों को अपलोड कर सकते हैं, में सुधार के लिए जेम ने कुछ संवृद्धियाँ भी कार्यान्वित की है किसी भी वस्तु के छूट जाने की स्थिति में विक्रेता को स्वयं पैनल पर विवरण के साथ सूचित किया जाता है तथा वह संशोधित दस्तावेज भेज सकता है।

आज पूरा विश्व कोविड–19 की महामारी से लड़ रहा है तथा भारत में महामारी प्रभावों को काबू में करने के लिए अपने भरपूर प्रयास किए है। जेम भी भारत सरकार के दिशा–निर्देशों के साथ कार्य कर रहा है तथा कोविड–19 से सम्बंधित उत्पादों की खरीद तथा बिक्री के लिए सरकार तथा विक्रेता के लिए यथासंभव इसे आसान बना रहा है। संबंधित तिमाही के समाप्ति पर चिकित्सा तथा सहायक उत्पाद की केटेगरी सहित कुल 239 केटेगरी उपलब्ध है तथा स्थिति की आवश्यकता अनुसार गुणवत्ता के साथ समझौता किए बिना और अधिक कैटेगरियों का पता लगाया जा रहा है। इस महामारी से लड़ने के लिए इस तिमाही में विभिन्न सरकारी संगठनों द्वारा जेम के माध्यम से 558 करोड़ रुपये से अधिक के उत्पादों की खरीद की गई है। इस रिपोर्ट की समाप्ति पर और अधिक विवरण के साथ एक विशेष खंड ''Gem on Covid-19'' समर्पित है।

Executive Summary

On quarterly basis GeM Quality Report (GQR) is published to provide status of overall health and quality of the platform on the parameters defined in the GeM Quality Framework (GQF).

Quality on GeM has three key stakeholders i.e. GeM SPV, Buyers and Sellers who need to collaborate and ensure quality. GeM SPV solely is responsible for platform availability, its ease and use of functionalities, capacity building of users, training and hands on user support.

Since its inception, GeM is continuously working towards promotion of the 'Make in India' initiative. The Marketplace has facilitated entry of small local sellers in Public Procurement, while implementing 'Make in India' and MSME Purchase Preference Policies of the Government in the true sense. GeM is requesting sellers to enter the Country of Origin while registering all new products. 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.

GeM is always making efforts using new technology and techniques to ensure best user experience. GeM conducted an exercise around Voice of Customer (VOC). Statistical analysis was done to arrive at the root cause of the grievances in all the categories of issues which were reported. GeMmy - The intelligent bot is also integrated with backend databases to engage with users with more relevant information.

GeM also implemented a few enhancements to improve the user experience that includes a Seller Panel through which users can easily upload brand/product requests. In case of any missing item, the seller is intimated on the panel itself with details and he can submit revised documents.

Currently, the whole world is fighting from the COVID-19 pandemic and India has made its top efforts to control this pandemic and its effects. GeM is also working along the guidelines of the Government of India and making it as easy as possible for the Government and Seller to procure and sell COVID-19 related products. At the end of the concerned quarter a total of 239 categories including medical and auxiliary product categories are available and more categories are being fast tracked according to the need of the situation with no compromise in the quality. More than Rs 558 crore worth of products were procured in this quarter by various Government organizations through GeM to fight this pandemic. A special section at the end of this report is dedicated to *"GeM on COVID-19"* with more details.

Every innovator's favourite feature

Crowdsourced Categories get even better for sellers in GeM 4.0

1. Purpose of the Report

This document is the GeM Quality Report (GQR) for the quarter April-June'20. The Report aims to provide the status of overall health and quality of the GeM platform on the parameters defined in GeM Quality Framework (GQF) consisting of both qualitative and quantitative KPIs.

The primary purpose of GQR is to capture and analyse the trends for various KPIs identified in the GQF.

As the GeM platform functionalities and its usage further evolves, inputs will be collaboratively captured from GeM buyers and sellers and more KPIs will be iteratively added to the Quality Report.

2. Quality on GeM

Quality on GeM has two broad dimensions:

1. Health of the online platform – The online GeM platform needs to be available, stable and easy to use to ensure seamless operations of the marketplace.

2. Quality of the product/service procured through the platform – Various products/ services which are being procured through the platform, should meet buyer expectations.

3. Stakeholders in ensuring GeM Quality

As India's national public procurement platform, GeM aspires to become a world-class online marketplace that offers quality experience to its buyers and sellers. Since measuring 'quality' is a highly contextual exercise, it is critical to first define what is meant by 'quality' on GeM.

The figure below lays down various responsibilities of GeM SPV, buyers and sellers to safeguard high quality on GeM
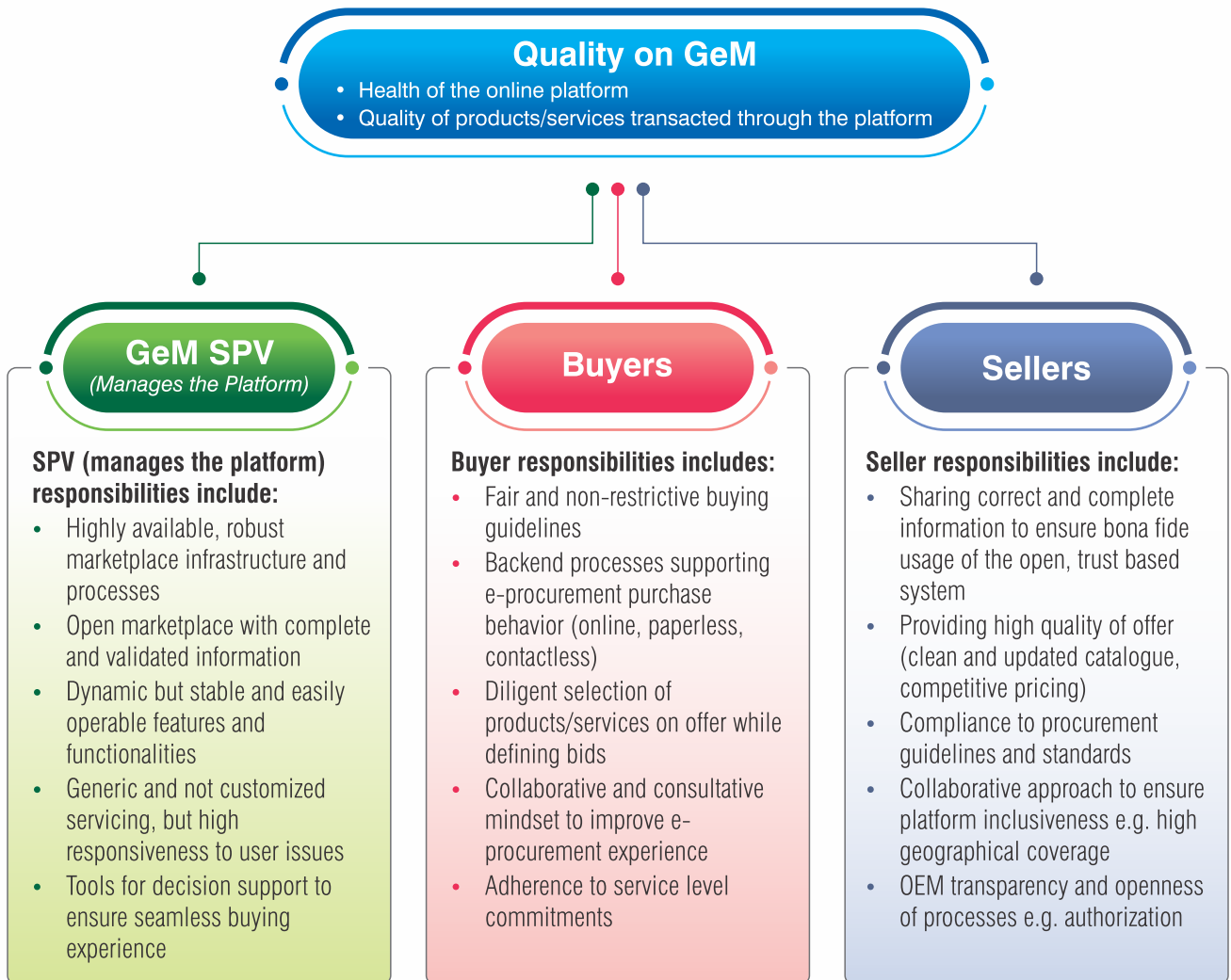
3 key stakeholders in ensuring quality on GeM

Quality on GeM
- Health of the online platform
- Quality of products/services transacted through the platform

GeM SPV
(Manages the Platform)

SPV (manages the platform) responsibilities include:
- Highly available, robust marketplace infrastructure and processes
- Open marketplace with complete and validated information
- Dynamic but stable and easily operable features and functionalities
- Generic and not customized servicing, but high responsiveness to user issues
- Tools for decision support to ensure seamless buying experience

Buyers

Buyer responsibilities includes:
- Fair and non-restrictive buying guidelines
- Backend processes supporting e-procurement purchase behavior (online, paperless, contactless)
- Diligent selection of products/services on offer while defining bids
- Collaborative and consultative mindset to improve e-procurement experience
- Adherence to service level commitments

Sellers

Seller responsibilities include:
- Sharing correct and complete information to ensure bona fide usage of the open, trust based system
- Providing high quality of offer (clean and updated catalogue, competitive pricing)
- Compliance to procurement guidelines and standards
- Collaborative approach to ensure platform inclusiveness e.g. high geographical coverage
- OEM transparency and openness of processes e.g. authorization

Figure 1 : Key Stakeholder of Quality

POSHAN Abhiyaan
PM's Overarching Scheme for Holistic Nourishment
सही पोषण - देश रोशन
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4. GeM Quality Framework (GQF)

Based on the understanding of various aspects of quality on GeM, as well as roles of different stakeholders involved, a 'Quality Framework' has been put together to highlight the key aspects that define quality on GeM. The framework defines aspects to measure quality on GeM along two broad dimensions:

1. Aspects related to health of the online platform.

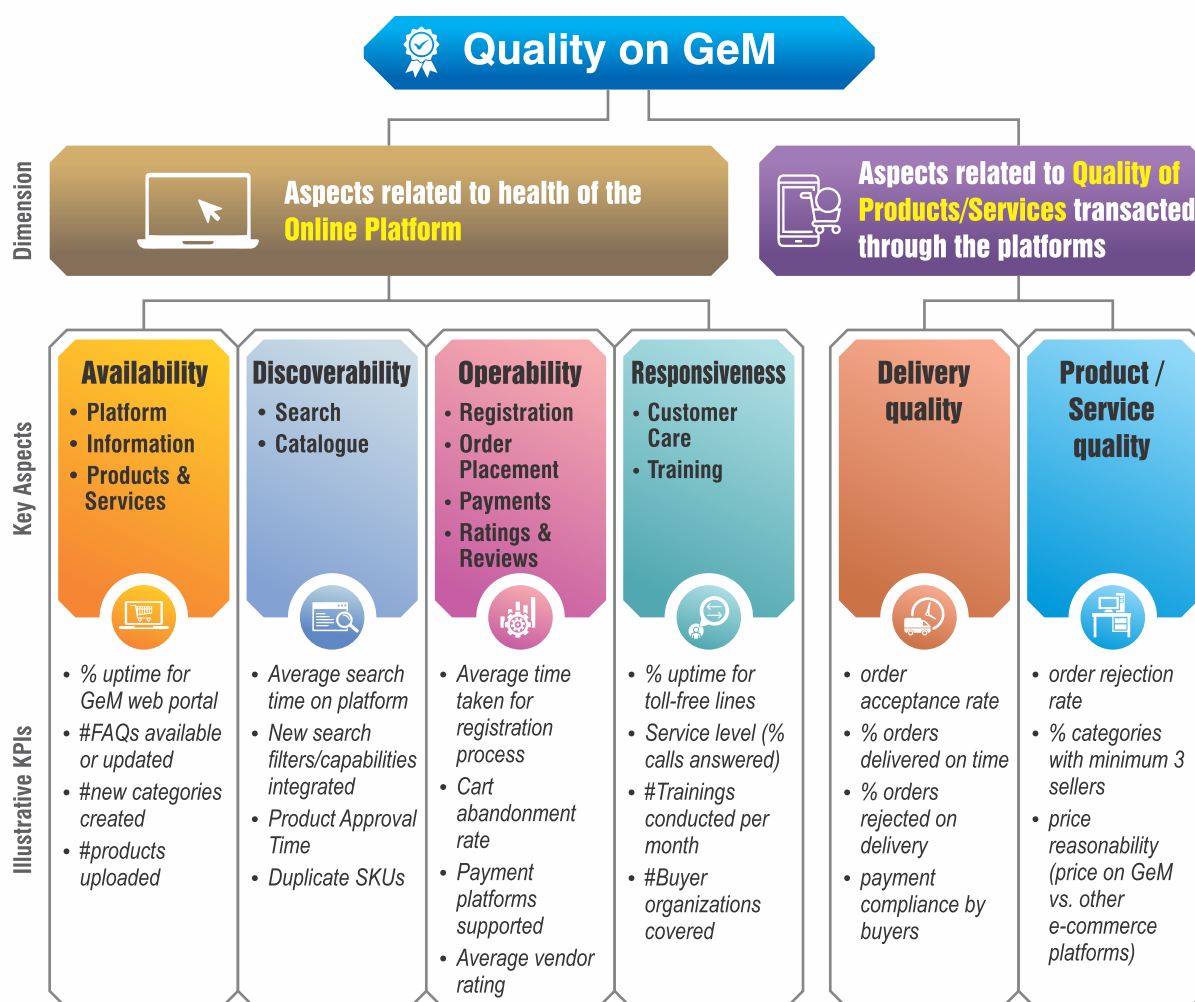2. Aspects related to quality of products/ services transacted through the platform

Figure 2 : GeM Quality Framework

5. Quality KPIs

The table in this Section, captures the data for last quarter i.e. Apr-Jun'20 with respect to baseline data of Jan-Mar'20 quarter for all KPIs in the GeM quality framework.

Few KPIs that have been excluded from the table below are:

- Qualitative KPIs which cannot be measured quantitatively using data
- A few KPIs, which are not being measured currently, will be measured and reported in subsequent quality reports.

Legend

- ⬆ Improvement compared to the Baseline
- ⬇ Improvement compared to the Baseline, the lower the better.
- ⬌ No Change
- ⬆ Number higher than the Benchmark means lower performance. Needs improvement.
- ⬇ Lower than the Benchmark. Needs improvement

S. No.	Dimension	KPI	Jan-Mar'20	Previous Value	Apr-Jun'20	Current value	Units	% change	Trend
1.	Availability (Platform)	% uptime for GeM web portal	Avg. for 1st Jan- 20th Mar 2020	100%	Avg. for 1st Apr- 20th Jun 2020	100%	%	0%	⬌
2.	Availability (Platform)	% uptime for critical GeM services	Avg. for 1st Jan- 20th Mar 2020	100%	Avg. for 1st Apr- 20th Jun 2020	100%	%	0%	⬌
3.	Availability (Platform)	Average page loading time (The lower the better)	Avg. for 1st Jan- 20th Mar 2020	1.85	Avg. for 1st Apr- 20th Jun 2020	2.01	Sec.	9%	⬆
4.	Availability (Prod. & Ser.)	#products available on marketplace	Total as on 20th Mar 2020	21,82,387	Total as on 20th Jun 2020	18,30,944	#	99%	⬇
5.	Availability (Prod. & Ser.)	#services available on marketplace	Total as on 20th Mar 2020	118	Total as on 20th Jun 2020	122	#	3%	⬆

Hunar and Heart

GeM is working to onboard members of Hunar Haat onto the portal

S. No.	Dimension	KPI	Jan-Mar'20	Previous Value	Apr-Jun'20	Current value	Units	% change	Trend
6.	Availability (Prod. & Ser.)	#new sub-categories added	During 1st Jan- 20th Mar 2020	412	During 1st Apr- 20th Jun 2020	1173	#	185%	⬆
7.	Discoverability (Catalogue)	Product Approval Time (Days) (The lower the better)	Avg. for 1st Jan- 20th Mar 2020	2.66	Avg. for 1st Apr- 20th Jun 2020	1.42	Days	47%	⬇
8.	Discoverability (Catalogue)	%product uploads rejected	Avg. for 1st Jan- 20th Mar 2020	13.88%	Avg. for 1st Apr- 20th Jun 2020	7.04%	%	49%	⬇
9.	Operability (Registration)	Avg. time taken for registration (seller) (days)	Avg. for 1st Jan- 20th Mar 2020	3.02	Avg. for 1st Apr- 20th Jun 2020	1.82	Days	40%	⬇
10.	Operability (Registration)	Avg. time taken for registration (buyer) (days) (The lower the better)	Avg. for 1st Jan- 20th Mar 2020	3.70	Avg. for 1st Apr- 20th Jun 2020	4.03	Days	9%	⬆
11.	Operability (Registration)	%Seller (Active) profiles with complete data	Total as of 20th Mar'2020	94.91%	Total as of 20th Jun'2020	96.7%	%	2%	⬆
12.	Operability (Order)	average time taken for direct purchase (hours) (The lower the better)	Avg. for 1st Jan- 20th Mar 2020	12.71	Avg. for 1st Apr- 20th Jun 2020	11.83	Hrs.	7%	⬆
13.	Operability (Order)	Average time taken for Bid purchase	Avg. for 1st Jan- 20th Mar 2020	33.24	Avg. for 1st Apr- 20th Jun 2020	47.53	Days	43%	⬆
14.	Operability (Order)	Cart Abandonment Rate (%)(The lower the better)	Avg. for 1st Jan- 20th Mar 2020	9.77%	Avg. for 1st Apr- 20th Jun 2020	13.35%	%	37%	⬆
15.	Operability (Payments)	% of payments on-time (10 Days SLA)	Avg. for 1st Jan- 20th Mar 2020	42.07%	Avg. for 1st Apr- 20th Jun 2020	18.42%	%	56%	⬇
16.	Payment Overdue	Overdue payment as a % of due payment	Total as on 20th Mar 2020	90.59%	Total as on 20th Jun 2020	97.37%	%	7%	⬆
17.	Operability (Ratings)	Average vendor rating	Avg. for 1st Jan- 20th Mar 2020	4.04	Avg. for 1st Apr- 20th Jun 2020	3.99	#	1%	⬇

GeM Startup Runway

A platform for startups to sell products & services to Govt. of India

S. No.	Dimension	KPI	Jan-Mar'20	Previous Value	Apr-Jun'20	Current value	Units	% change	Trend
18.	Operability (Ratings)	Vendor profiles verified	Total as of 20th Mar'2020	15278	Total as of 20th Jun'2020	19921	#	30%	⬆
19.	Operability (Ratings)	Average buyer rating	Avg. for 1st Jan- 20th Mar 2020	3.26	Avg. for 1st Apr- 20th Jun 2020	3.27	#	0%	⬆
20.	Responsiveness (Cust Care)	Customer satisfaction score (Out of 5)	Avg. for 1st Jan- 20th Mar 2020	3.77	Avg. for 1st Apr- 20th Jun 2020	3.78	#	0%	⬆
21.	Responsiveness (Cust Care)	Service level (%calls answered)	Avg. for 1st Jan- 20th Mar 2020	93.12%	Avg. for 1st Apr- 20th Jun 2020	74.65%	#	20%	⬇
22.	Responsiveness (Cust Care)	% calls answered within 2 minutes	Avg. for 1st Jan- 20th Mar 2020	92.28%	Avg. for 1st Apr- 20th Jun 2020	56.67%	#	39%	⬇
23.	Responsiveness (Training)	#trainings conducted	Total for 1st Jan- 20th Mar 2020	399	Total for 1st Apr- 20th Jun 2020	195	#	51%	⬇
24.	Responsiveness (Training)	#buyer organizations/ buyers covered	Total for 1st Jan- 20th Mar 2020	362	Total for 1st Apr- 20th Jun 2020	114	#	69%	⬇
25.	Responsiveness (Training)	#sellers covered	Total for 1st Jan- 20th Mar 2020	3253	Total for 1st Apr- 20th Jun 2020	4676	#	44%	⬆
26.	Responsiveness (Training)	#states covered	Total for 1st Jan- 20th Mar 2020	31	Total for 1st Apr- 20th Jun 2020	19	#	39%	⬇
27.	Product/service quality	%order rejected post delivery (The lower the better)	Net value as of 20th Mar'20	0.69%	Net value as of 20th Jun'20	0.68%	%	1%	⬇
28.	Product/service quality	% subcategories with minimum 3 sellers	Net value as of 20th Mar'20	88.10%	Net Value as of 20th Jun'20	85.70%	%	3%	⬇
29.	Delivery Quality	order acceptance rate	Avg. for 1st Jan- 20th Mar 2020	89.31%	Avg. for 1st Apr- 20th Jun 2020	86.55%	%	3%	⬇
30.	Delivery Quality	% orders delivered on time	Avg. for 1st Jan- 20th Mar 2020	80.46%	Avg. for 1st Apr- 20th Jun 2020	74.28%	%	8%	⬇
31.	Delivery Quality	% orders cancelled before delivery (The lower the better)	Net Value as of 20th Mar'20	1.06%	Net Value as of 20th Jun'20	1.03%	%	3%	⬇

6. Analysis of GeM Quality

This section covers the status of six aspects defined in GeM Quality Report Framework which are Availability, Discoverability, Operability, Responsiveness, Delivery Quality and Product/Service Quality.

AVAILABILITY

- **Platform -** Robustness of the technical infrastructure installed to support the online platform.
- **Information -** Frequency and quality of communication from the GeM SPV to its stakeholders.
- **Products & Services -** Initiative taken by Sellers & Seller Associations to come onboard GeM. Effectiveness of Buyer Ministry SCOGeM in identifying demand areas to be migrated to GeM. Efficiency of the GeM SPV in creating requisite TPs in quick timeframe.

DISCOVERABILITY

- **Search -** Optimized UI/UX and performance of the marketplace Search module built by GeM.
- **Catalogue -** Efficiencyof GeM ops team in quickly updating & accurately maintaining the Catalogue.

OPERABILITY

- **Ordering & Registration -** Optimized UI/UX and performance of the modules built by GeM.
- **Payment -** Mechanisms provided by GeM to make online payments seamless, feasible and fast (e.g. ERP Integration, SGPA).
- **Ratings -** Effectiveness of rating, watch listing and blacklisting mechanisms of GeM platform. Willingness of buyers/sellers with poor ratings to amend their marketplace behaviour.

RESPONSIVENESS

- **Customer Care -** Robust infrastructure, sufficient capacity and high quality of customer service provided by GeM through channels like call centre, email and chat in sufficient languages.
- **Training -** Capacity building by GeM in ensuring sufficient trainings is conducted across the nation. Willingness shown by buyers/sellers to proactively come forth for GeM training.

DELIVERY QUALITY

- Effectiveness of sellers delivering the right quality products at the right time.
- Support by buyers in minimizing post order cancellations without justification.

PRODUCT/SERVICE QUALITY

- Quality of dashboards & system support to detect price reasonability.
- Quality of offer provided by sellers in terms of discount offered, quality assured products.

7. Fraud Prevention

GeM leverages the power of data analytics to ensure transparency and enforce strict standards of business among buyers and sellers. By analysing the data related to product approval, order, payment, registration pattern - deviations/anomalies are identified and prevented on a regular basis. A lot of new analytics techniques are also introduced in GeM 4.0 like Advance AI, Machine Learning, Deep Learning and many more for better fraud prevention. Functionalities are constantly added/modified in the system to prevent suspicious activity.

8. Incident Management

In the report period of Apr-Jun'20, more than 37130 incidents have been raised. 75% of incidents were related to catalogue (market) and 25% were related to post contract. Among Incidents raised during Apr-Jun'20, 22% were raised against buyers and 78% were raised against sellers majorly as an activity to remove insane products. To further bring the post contract incidents down, certain interventions were done in IM process and a lot more are in progress to make the incident processing easier and faster for the users. This has resulted in bringing down the TAT for incident closure significantly and is further expected to improve.

9. GeM on COVID-19

As the world fights with the outbreak of COVID-19 pandemic, India is making all its efforts to contain and fight the infection. GeM is putting all its efforts and bridging the gap between government organization and sellers for easy procurement of products.

A lot of new COVID related categories were fast-tracked to ensure easy product upload for the sellers and even faster procurement. A total of 247 categories were mapped to COVID list till last quarter for the COVID specific functionalities, this include categories like COVID-19 sample collection kit, disposable thermometers and many more.

GeM has ensured a high level of quality and best price for the products purchased either from direct purchase or BID/RA. Bid cycle for COVID-19 related categories is reduced to 3 days from the existing 10 days. Delivery period is shortened to a minimum of 2 days considering the nature of the items. Government organizations procured medical related products efficiently because of the new amendments. Highest order value of products in the medical categories were recorded in ambulances followed by hand sanitizers with 9.8 % and 9.2 % percent share respectively.

A report by the name of 'GeM-COVID19: Status Report' is linked in the banner below for the detailed numbers. You can also check all the products related to COVID -19 from the banner below.

10. Voice of Customer

Various enhancements have been done on "Voice of customer" initiative to ensure timely resolution, improvise grievance management , provide end to end resolution through chatbot and helpdesk.

A dedicated escalation desk has been set up to manage grievances which reach the GeM officials. This desk is also aligned to social media platforms like Twitter and LinkedIn and any negative comment that is posted on Social Media is traced , the customer is reached out and provided a resolution on the issue.

Helpdesk has been provided access to information required to solve the top 7 used cases. Helpdesk can now view and inform Product upload status, service upload status, order status and further details . This has helped GeM in reducing the reopen case count from 0.29% in March'20 to 0.15% in June'20. The customer satisfaction has improved from 82.10% in March'20 to 85% in June'20. Resolution on Helpdesk has improved from 88% in March'20 to 95% in June'20.

The chatbot (GeMmy) UI has been completely revamped which has led to an increase in number of chats by 75% as compared to March'20. Chatbot has added 280 new queries in the last 3 months to help the users with required information.

Phase 1 Outcomes : GeMmy

Metric	Mar-20	Jun-20	Change
No. of Chats	81018	142008	Increase of 75.27%
Valid Failed Queries	113	64	Decrease of 76%
CSAT	81%	83%	Increase of 2%
Total Queries Added	140	121	Decrease of 19%

Atmanirbhar Bharat

MAKE IN INDIA

Further strenthening Make in India initiative through our ceertification course on Manufacturing Competitiveness

GeM

Appendix-1

Figure 1	Key Stakeholders of Quality
Figure 2	GeM Quality Framework
Figure 3	Phase 1 Outcomes: GeMmy