GeM QUALITY REPORT

Jan - Mar 2020
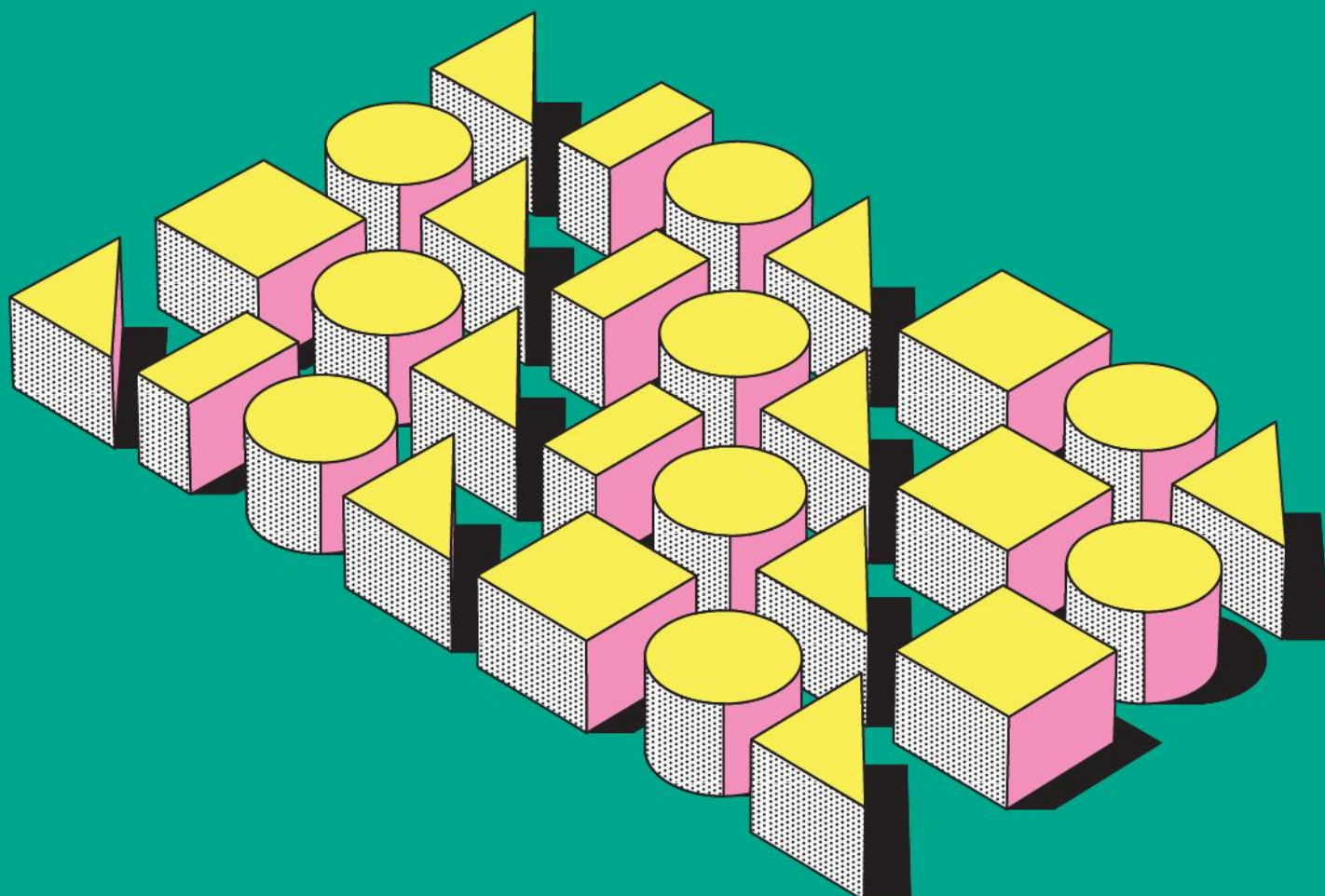
This Page is intentionally left blank.

Report History

1.0	First Quarter - Apr-Jun'18	12th July 2018
2.0	Second Quarter - Jul-Sep'18	12th October 2018
3.0	Third Quarter - Oct-Dec'18	12th January 2019
4.0	Fourth Quarter -Jan-Mar'19	17th April 2019
5.0	First Quarter - Apr-Jun'19	24th July 2019
6.0	Second Quarter- Jul-Sep'19	Not Released
7.0	Third Quarter - Oct-Dec'19	17th February 2020
8.0	Fourth Quarter- Jan-Mar '20	20th May 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-2019-20/8.0

Contents

कार्यकारी सारांश

जेम गुणवत्ता फ्रेमवर्क में निर्धारित मापदंडों पर जेम प्लेटफॉर्म 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 हैं जिन्हे सहयोग प्रदान करने तथा गुणवत्ता को सुनिश्चित किए जाने की आवश्यकता है। प्लेटफॉर्म उपलब्ध कराने इसकी कार्यक्षमताओं को आसानी से प्रयोग में लाने, प्रयोक्ताओं के क्षमता निर्माण तथा प्रयोक्ता सहायता की ओर हाथ बढ़ाने के लिए केवल जेम एस पी वी उत्तरदायी है।

विक्रेता के समय पर भुगतान तथा क्रेता की ओर भली-भांति डिलीवरी तथा दोनों के बीच प्रत्येक चीज़ सुनिश्चित करने के लिए नई प्रोधोगिकी तथा तकनीकों का प्रयोग करते हुए जेम सदैव प्रयासरत है। कुछ नई विशेषताओं को प्लेटफॉर्म पर शामिल करते हुए जेम पर और अधिक मजेदार व प्रयोक्ता हितैषी अनुभव के लिए वर्तमान वर्जन में सुधार करते हुए जेम ने हाल ही में जेम वर्जन 4.0 शुरू किया है

जेम उत्पाद और सेवा श्रेणियों का पुनरूद्धार करता है, गैर-प्रासंगिक श्रेणियां लेता है या अन्य श्रेणियों के साथ विलय करतहै और आवश्यकता के अनुसार नई श्रेणियां भी बनाता है।खरीदारों और विक्रेताओं की लगातार मांगों के साथ पिछली तिमाही में उत्पाद श्रेणियों की संख्या में 25% की वृद्धि हुई है, जबकि सेवा श्रेणियां समान बनी हुई हैं।पिछली तिमाही की तुलना में जेम पर उपलब्ध उत्पादों की संख्या में 33% की वृद्धि हुई है।

वर्तमान में पूरा विश्व कोविड-19 महामारी से लड़ रहा है तथा भारतवर्ष इस महामारी तथा इसके प्रभावों को नियंत्रित करने के लिए अपने पुरे प्रयास कर रहा है । गवर्नमेंट ई-मार्किटप्लेस की भारत सरकार के दिशा-निर्देशों के साथ कार्य कर रहा है तथा कोविड-19 से संबंधित उत्पादों की खरीद तथा बिक्री के लिए सरकार तथा विक्रेता के लिए यथा संभव सुकर बना रहा है। संबंधित तिमाही के अंत में चिकित्सा तथा सहायक उत्पाद केटेगरी सहित कुल 191 केटेगरी उपलब्ध है तथा स्थिति की आवश्यकता के अनुसार गुणवत्ता के साथ समझौता किए बिना और केटेगरी का ही भी तेजी से पता लगाया जा रहा है । इस महामारी से लड़ने के लिए विभिन्न सरकारी संगठनों द्वारा जेम के माध्यम से 366 करोड़ रुपये से अधिक मूल्य के उत्पादों की खरीद की जा रही है । इस रिपोर्ट के अंत में और अधिक विवरण के साथ ''कोविड-19 में जेम की भूमिका'' एक विशेष खंड समर्पित है।

Efficient • Transparent • Inclusive

GeM 4.0 ⚡

An Inclusive, Powerful New GeM

Click to know more

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, trainings and hands on user support.

GeM is always making efforts using new technology and techniques to ensure timely payments to the seller and smooth delivery to the buyer and everything in between. GeM has recently introduced GeM 4.0 adding a lot of new features to the platform and improving the current version for a more delightful and user-friendly experience on GeM.
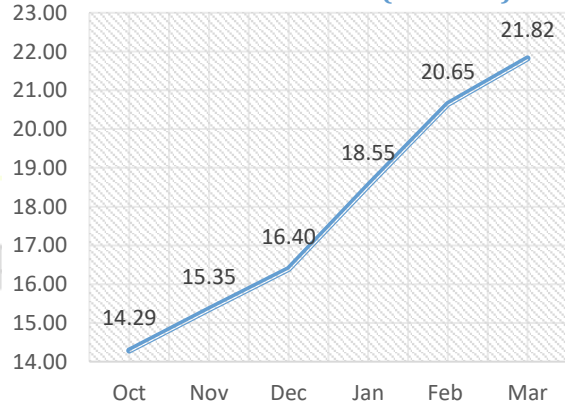
GeM carries out revamping of product and service categories, takes down non relevant categories or merges with other categories and also creates new categories accordingly as per requirement. The number of product categories have increased by 25% in last quarter with continuous demands from buyers and sellers, while service categories have remained same. The number of products available on GeM have increase by 33% compared to last quarter.

Currently, whole world is fighting from the COVID-19 pandemic and India has making its top efforts to control this pandemic and its effects. GeM is also working along the guidelines of 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 191 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 366 crore worth of products are being procured by various Government organization 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.

Products Available (in Lakhs)

	Oct	Nov	Dec	Jan	Feb	Mar
Value	14.29	15.35	16.40	18.55	20.65	21.82

Product Categories Available

	Oct	Nov	Dec	Jan	Feb	Mar
Value	4,481	4,822	4,990	5,258	5,336	5,488

Service Categories Available

	Oct	Nov	Dec	Jan	Feb	Mar
Value	114	115	118	116	116	118
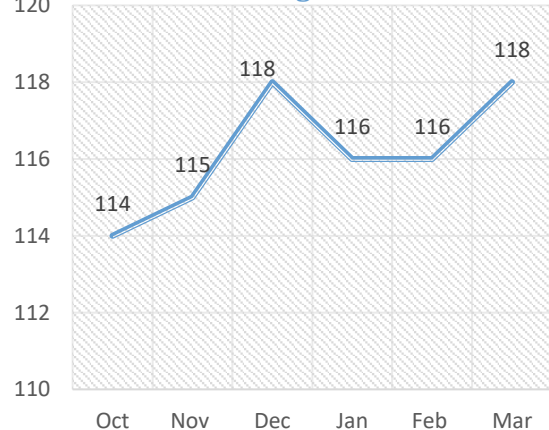
1. Purpose of the Report

This document is the GeM Quality Report (GQR) for the quarter Jan-Mar'20. The Report aims to provide status of overall health and quality of GeM platform on the parameters defined in GeM Quality Framework (GQF). The quality parameters identified in Quality Framework consist 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

GeM SPV
(manages the platform)

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

Buyers   **Sellers**

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

Buyer responsibilities include:
- 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

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

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.
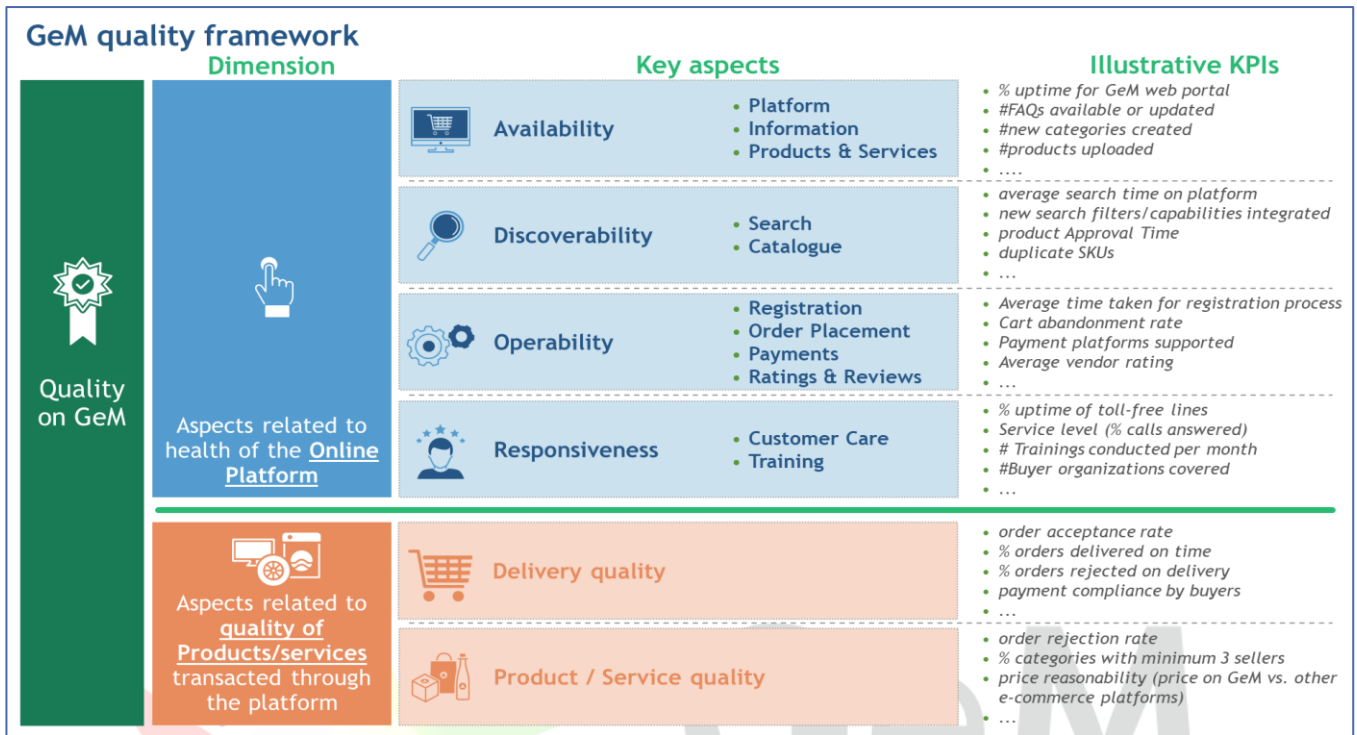
GeM quality framework

Dimension		Key aspects	Illustrative KPIs
Quality on GeM	Aspects related to health of the **Online Platform**	**Availability** • Platform • Information • Products & Services	• % uptime for GeM web portal • #FAQs available or updated • #new categories created • #products uploaded • ….
		Discoverability • Search • Catalogue	• average search time on platform • new search filters/capabilities integrated • product Approval Time • duplicate SKUs • …
		Operability • Registration • Order Placement • Payments • Ratings & Reviews	• Average time taken for registration process • Cart abandonment rate • Payment platforms supported • Average vendor rating • …
		Responsiveness • Customer Care • Training	• % uptime of toll-free lines • Service level (% calls answered) • # Trainings conducted per month • #Buyer organizations covered • …
	Aspects related to **quality of Products/services** transacted through the platform	**Delivery quality**	• order acceptance rate • % orders delivered on time • % orders rejected on delivery • payment compliance by buyers • …
		Product / Service quality	• order rejection rate • % categories with minimum 3 sellers • price reasonability (price on GeM vs. other e-commerce platforms) • …

Figure 2 : GeM Quality Framework

5. Quality KPIs

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

Some of the KPIs (such as Overdue payment) pertaining to previous quarter have been modified in comparison to their values in GQR Q3 2019-20, due to data reconciliation of delayed payments.

A 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.

The Saras Collection

Pristine hand crafted products from finest self-help groups in India

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	Jul-Sep'19	Previous Value	Oct-Dec'19	Current Value	Units	% change	Trend
1	Availability (Platform)	Uptime for GeM web portal	Avg. for 1st Oct- 20th Dec 2019	100.00%	Avg. for 1st Jan- 20th Mar 2019	100.00%	%	0%	↔
2	Availability (Platform)	Uptime for critical GeM services	Avg. for 1st Oct- 20th Dec 2019	100.00%	Avg. for 1st Jan- 20th Mar 2019	100.00%	%	0%	↔
3	Availability (Platform)	Average page loading time	Avg. for 1st Oct- 20th Dec 2019	1.8	Avg. for 1st Jan- 20th Mar 2019	1.85	Sec.	3%	↑
4	Availability (Prod. & Ser)	Products available on marketplace	Total as of 20th Dec 2019	16,39,551	Total as on 20th Mar 2020	21,82,387	#	33%	↑
5	Availability (Prod. & Ser.)	Services available on marketplace	Total as of 20th Dec 2019	118	Total as on 20th Mar 2020	118	#	0%	↔
6	Availability (Prod. & Ser.)	New sub-categories added	During for 1st Oct- 20th Dec 2019	941	During for 1st Jan- 20th Mar 2019	412	#	56%	↓
7	Discoverability (catalogue)	Product Approval Time	Avg. for 1st Oct- 20th Dec 2019	1.81	Avg. for 1st Jan- 20th Mar 2019	2.66	Days	47%	↑
8	Discoverability (Catalogue)	Product uploads rejected	Avg. for 1st Oct- 20th Dec 2019	25.56%	Avg. for 1st Jan- 20th Mar 2019	36.13%	%	41%	↑
9	Operability (Registration)	Avg. time taken for registration (seller)	Avg. for 1st Oct- 20th Dec 2019	2.31	Avg. for 1st Jan- 20th Mar 2019	3.02	Days	31%	↑
10	Operability (Registration)	Avg. time taken for registration (buyer)	Avg. for 1st Oct- 20th Dec 2019	4.29	Avg. for 1st Jan- 20th Mar 2019	3.70	Days	14%	↓
11	Operability (Registration)	Seller (Active) profiles with complete data	Total as of 20th Dec 2019	94.38%	Total as of 20th Mar 2020	94.91%	%	1%	↑
12	Operability (Order)	Average time taken for direct purchase	Avg. for 1st Oct- 20th Dec 2019	12.80	Avg. for 1st Jan- 20th Mar 2019	12.71	Hours	1%	↓
13	Operability (Order)	Average time taken for Bid purchase	Avg. for 1st Oct- 20th Dec 2019	32.92	Avg. for 1st Jan- 20th Mar 2019	33.24	Days	1%	↑

14	Operability (Order)	Cart Abandonment Rate	Avg. for 1st Oct- 20th Dec 2019	12.59%	Avg. for 1st Jan- 20th Mar 2019	9.77%	%	22%	↓
15	Operability (Payments)	On-time Payments (10 Days SLA)	Avg. for 1st Oct- 20th Dec 2019	38.57%	Avg. for 1st Jan- 20th Mar 2019	42.07%	%	9%	↑
16	Operability (Payments)	Overdue payment as a % of due payment	Total as of 20th Dec 2019	95.20%	Total as of 20th Mar 2020	90.59%	%	5%	↓
17	Operability (Ratings)	Average vendor rating (Out of 5)	Avg. for 1st Oct- 20th Dec 2019	4.06	Avg. for 1st Jan- 20th Mar 2019	4.04	#	0%	↓
18	Operability (Ratings)	Vendor profiles verified	Total as of 20th Dec 2019	11089	Total as of 20th Mar 2020	15278	#	38%	↑
19	Operability (Ratings)	Average buyer rating	Avg. for 1st Oct- 20th Dec 2019	3.72	Avg. for 1st Jan- 20th Mar 2019	3.26	#	12%	↓
20	Responsiveness (Cust Care)	Customer satisfaction score (out of 5)	Avg. for 1st Oct- 20th Dec 2019	3.76	Avg. for 1st Jan- 20th Mar 2019	3.77	#	0%	↑
21	Responsiveness (Cust Care)	Service level (%calls answered)	Avg. for 1st Oct- 20th Dec 2019	95.31%	Avg. for 1st Jan- 20th Mar 2019	93.12%	%	2%	↓
22	Responsiveness (Cust Care)	Calls answered within 2 minutes	Avg. for 1st Oct- 20th Dec 2019	94.17%	Avg. for 1st Jan- 20th Mar 2019	92.28%	%	2%	↓
23	Responsiveness (Training)	Trainings conducted	Total for 1st Oct- 20th Dec 2019	472	Total for 1st Jan- 20th Mar 2019	399	#	15%	↓
24	Responsiveness (Training)	Buyer organizations/ buyers covered	Total for 1st Oct- 20th Dec 2019	494	Total for 1st Jan- 20th Mar 2019	362	#	27%	↓
25	Responsiveness (Training)	Sellers covered	Avg. for 1st Oct- 20th Dec 2019	2173	Total for 1st Jan- 20th Mar 2019	3253	#	50%	↑
26	Responsiveness (Training)	States covered	Total for 1st Oct- 20th Dec 2019	30	Total for 1st Jan- 20th Mar 2019	31	#	3%	↑
27	Product/service quality	Order rejected post-delivery	Net Value as of 20th Dec 2019	0.68%	Net Value as of 20th Mar 2020	0.57%	%	16%	↓
28	Product/service quality	Subcategories with minimum 3 sellers	Net Value as of 20th Dec 2019	87.40%	Net Value as of 20th Mar 2020	88.10%	%	1%	↑
29	Delivery Quality	Order acceptance rate	Avg. for 1st Oct- 20th Dec 2019	89.76%	Avg. for 1st Jan- 20th Mar 2019	89.31%	%	1%	↓
30	Delivery Quality	Orders delivered on time	Avg. for 1st Oct- 20th Dec 2019	76.76%	Avg. for 1st Jan- 20th Mar 2019	80.46%	%	5%	↑
31	Delivery Quality	Orders cancelled before delivery	Net Value as of 20th Dec 2019	0.81%	Net Value as of 20th Mar 2020	1.06%	%	31%	↑

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 -Efficiency of 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). Initiative by buyers to shift offline payment practices to online and complete timely payments.
- 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 (e.g. price crawling)
- 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 regular basis. Now with the introduction of Blockchain Technology in GeM 4.0, platform is becoming more transparent, robust and secure for procurement. 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 pretention. Functionalities are constantly added/modified in the system to prevent suspicious activities.

8. Incident Management

In the report period of Jan-Mar'20, more than 39960 incidents have been raised. 47% of incidents were related to catalogue (market) and 53% were related to post contract. Among post contract Incidents raised during Jan-Mar'20, 33% are raised against buyers and 67% were raised against sellers. To bring the incidents down, it is required to identify the major reasons of incidents and take corrective actions accordingly.

For the same, GeM has revamped its IM policy in GeM 4.0- now it will be easier and faster for the users to process the incident. The revamped policy is designed through a detailed study of all the previous incidents. A new and improved customer support systems and GeM's AI chatbot Gemmy will address user's in a timely manner
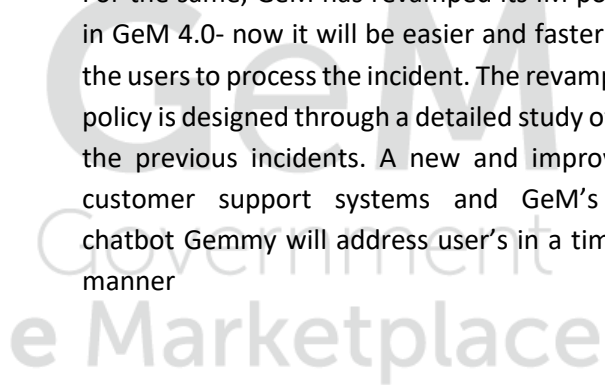
9.GeM on COVID-19

As the world fight 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 seller for easy procurement of products.

More than Rs 366 crore of products has been procured through GeM to help contain the outbreak. 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 10 new categories were created on GeM, this include categories like COVID-19 sample collection kit, disposable thermometers and many more.

GeM has ensured 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 can be reduced to 3 days from the existing 10 days. Delivery period can also be shortened to a minimum to 2 days considering the nature of the items. Government organizations procured medical related products efficiently because of the new amendments. Highest value of products in the medical categories were recorded in hand sanitizer followed by filtering mask with 10.17 % and 9.39 % percent share respectively of the total procurement of Rs 132 crore in the medical categories until now.

Apart from reduced delivery period, GeM took a few hard steps in connection to fight with COVID-19 like controlling the price of the most demanded items and stocking out sellers who sell products in COVID-19 categories and do not update the stock within 48 hours of notification.

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.

Appendix-1

For implementation of an efficient business intelligence platform, GeM has created a reporting, analytics and information delivery framework as shown in figure below. This framework defines mechanism of enabling effective consumption of data by end users to drive proactive decision-making. The GeM Quality Framework (GQF) is one such use case of data consumption which consumes the data provided by Analytics Framework to highlight the status of platform quality as well as interventions required to improve the quality of the platform. The Quality Framework leverages the OLAP/Data Mining/Web Analytics platform to record a set of well-defined KPIs and present them as part of a quarterly report.

GeM Analytics Framework
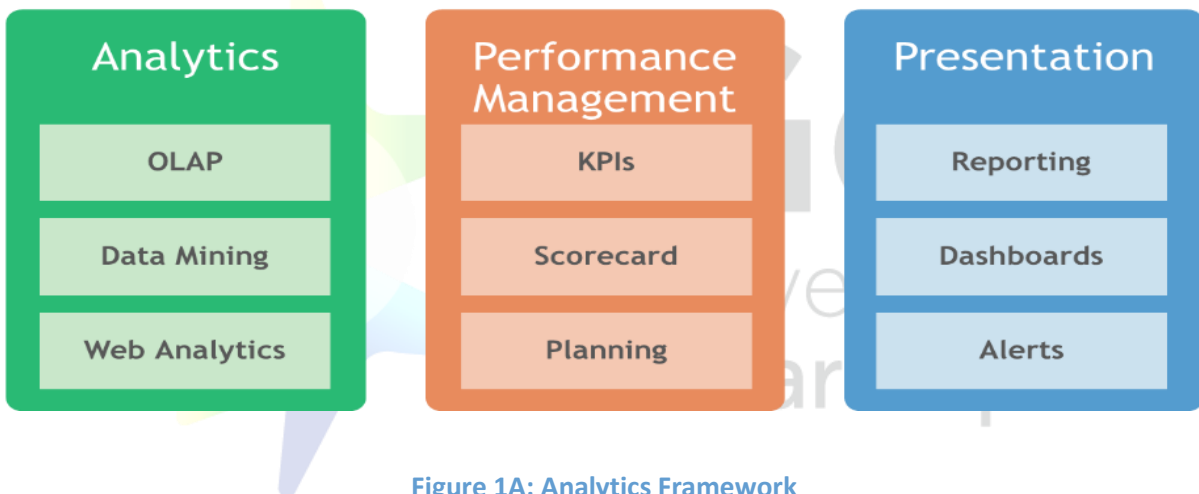
Analytics	Performance Management	Presentation
OLAP	KPIs	Reporting
Data Mining	Scorecard	Dashboards
Web Analytics	Planning	Alerts

Figure 1A: Analytics Framework

Efficient • Transparent • Inclusive

GeM
Government
e Marketplace

Efficient • Transparent • Inclusive