



# GOVERNMENT E-MARKETPLACE (WORKSHOP FOR WOMEN ENTREPRENEURS)

3<sup>RD</sup> JUNE 2021

11.00 AM –1.00 PM

KARNATAKA INNOVATION & TECHNOLOGY SOCIETY

DEPARTMENT OF ELECTRONICS, IT & BT

GOVERNMENT OF KARNATAKA

Workshop for Women Entrepreneurs

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**Workshop for Women Entrepreneurs****Workshop Brief:**

<b>Workshop Name:</b>	<b>Government e-Marketplace (GeM) – Workshop for Women Entrepreneurs</b>
<b>Speaker(s) Details:</b>	Mr. Gowtam H.S., Business Facilitator / Master Trainer – Karnataka, Government e-Marketplace
<b>Date:</b>	3 <sup>rd</sup> June 2021
<b>Venue:</b>	Virtual Platform
<b>Duration of Event:</b>	11.00 AM – 1.00 PM (2 Hrs.)
<b>No. of Participants:</b>	129

**Workshop Agenda:**

The Government e-Marketplace (GeM) Workshop was designed to sensitize and enlighten Startups about the online platform created for public procurement in India. The workshop was intended for creating awareness for Startups about the GeM portal and its benefits:-

<b>TIME</b>	<b>TOPIC</b>
11.00 AM – 11.30 AM	Opening Remarks – Government e-Marketplace (GeM)
11.30 AM – 11.45 AM	Features for Startups on GeM – Startup Runway
11.45 AM – 12.00 Noon	Registration process for Buyers & Sellers in GeM
12.00 Noon – 12.15 PM	GeM Womaniya
12.15 PM – 1.00 PM	Virtual Tour of GeM Portal

## Workshop for Women Entrepreneurs

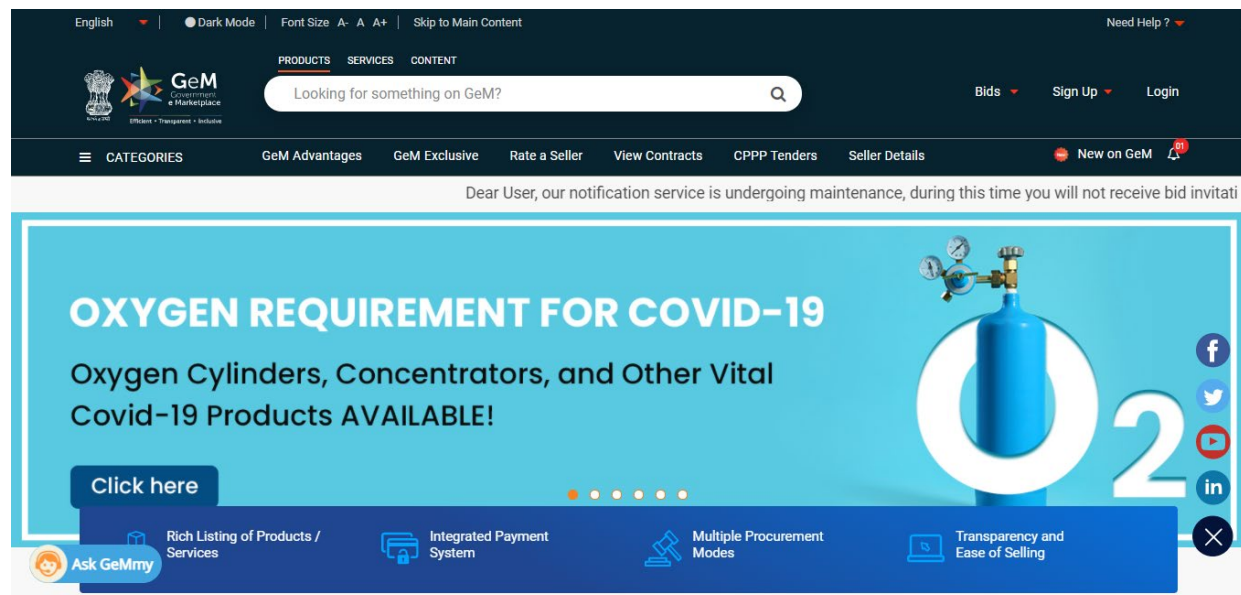
### Workshop Overview:

#### Objective:

The Department of Electronics, IT & Bt, Government of Karnataka being the nodal Department for Startups in the State, in collaboration with the team from Government e-Marketplace (GeM) conducted an awareness and outreach workshop on the GeM procurement portal. The objective of this workshop was to sensitize Startups, especially Women led Startups, on the benefits of registering in the GeM portal and the various perks available for them in the platform to sell their products. This is an essential step towards facilitating and encouraging Startups for taking their innovations to the market.

#### Opening Remarks – Government e-Marketplace (GeM):

The workshop commenced with an introduction and overview of the Government e-Marketplace platform built by Government of India for public procurement. The speaker welcomed all the participants and initiated discussion on the first session. The GeM initiative further strengthens the commitment of e-Governance in the country. The GeM platform has eased India's public procurement which faced multitude of inefficiencies owing to a convoluted policy landscape, manual unpredictable processes across Central and State buying organizations and long lead times.



Government of India with an objective of setting up of a technology driven platform to facilitate procurement of goods and services by various Ministries and agencies of the Government, introduced GeM. The GeM portal was developed for procurement of both Products & Services. GeM is a completely paperless, cashless and system driven e-market place that enables procurement of common use goods and services with minimal human interface.

## Workshop for Women Entrepreneurs

The session also provided a brief insight on the advantages of GeM and few of them are mentioned below:-

- For Buyers –
  - ✓ Provide transparency and ease of buying
  - ✓ Offers rich listing of products for individual category of goods/services
  - ✓ Price Trends and Price Comparison From Multiple Suppliers
  - ✓ Direct notifications to sellers
  - ✓ Integrated Payment System
  - ✓ Easy to comprehend interface to search, compare, select and buy
  - ✓ User friendly dashboard for monitoring supplies and payments
  - ✓ Buyers can now select bid duration between 10 & 21 days, etc.
- For Sellers –
  - ✓ Access to National Public Procurement market
  - ✓ No charges or fee for getting registered
  - ✓ Special provisions and sections for startups, MSMEs and Emporium products
  - ✓ Fully online, paperless and contactless platform
  - ✓ Multiple invoices for single order
  - ✓ Easy access to participate in bids/reverse auction
  - ✓ All sellers will be shown reasons for rejection
  - ✓ Seller friendly dashboard for monitoring supplies & payments, etc.

### Features for Startups on GeM – Startup Runway:

The second session of the day brought in a new level of excitement among the audience as it was focused on the briefcase of opportunities GeM brings in for Startups. The session apprised the audience about the Startup Runway opportunity created dedicatedly for Startups in the GeM portal. Startup Runway brings in an opportunity for Startups to showcase their innovative products and services to Government buyers and enlist in public procurement. GeM has designed a dedicated marketplace category for all Startups to list their products and services.



## Workshop for Women Entrepreneurs

Startups can list multiple products and services with minimal technical specifications and sell their products to Government buyers from across States and the country under various globally recognized Startup sub-sectors as mentioned below:-

- Advanced Manufacturing and Robotics
- Advertising [AdTech]
- Agriculture [AgTech and New Foods]
- Artificial Intelligence
- Big Data and Analytics
- Augmented/ Virtual Reality
- Blockchain
- Clean Tech/ Renewables
- Consumer Home Electronics [+Wearables, Smart Devices]
- Cybersecurity, Education Tech [EdTech]
- Fintech
- Health and Life Sciences and WaterTech

The session ended with a different level of enthusiasm shown by attendees who were impressed by the offerings of the GeM portal.

### Registration process for Buyers & Sellers in GeM:

This session apprised the audience about the registration process for Buyers and Sellers in the GeM portal.

#### CREATE YOUR ORGANISATION BUYER ACCOUNT

(Only applicable for HOD-Head Of Department)

We don't share your personal and official details with anyone.

For Primary User registration - you require the following before you can proceed:

- Government email id - preferably designation based
- Aadhaar number
- Active Mobile number to which your Aadhaar is linked - for OTP purpose

Please read and agree to the Terms & Conditions of Government e-Marketplace (GeM) before Sign Up.

✓ REVIEW TERMS & CONDITIONS

Aadhaar Number / Virtual ID \* ⓘ

Mobile number linked with Aadhaar \*

#### CREATE YOUR ORGANISATION SELLER ACCOUNT

We don't share your personal and official details with anyone.

Welcome to Registration process for Government e Marketplace

**Before you initiate your registration, please read the pre-requisites by clicking [here](#)**

Registration on GeM should be done by an authorized person (Director of the organisation or a Key Person). Please read and agree to the Terms & Conditions of Government e-Marketplace (GeM) before Sign Up.

✓ REVIEW TERMS & CONDITIONS

1 Organisation Details

Business / Organisation Type \* ⓘ

Business / Organisation Name \* ⓘ

Business / Organisation Name is not editable once saved.  
(Kindly ensure you enter correct name.)

The audience were briefed about the process of registering their entity in the platform for availing various benefits offered in the GeM portal. The audience were informed about the pre-requisites for registering as a seller in the GeM portal as mentioned below:-

- Need to possess Aadhaar Number/Virtual ID or Personal PAN Number
- Need an Active Email id (can be Personal E-mail Id or Company/Organization allotted Email-Id)

**Workshop for Women Entrepreneurs**

- There needs to be a valid entity with Business/Organisation Type mentioned
- Need to have PAN Number of the Business (as per Income Tax records)
- The entity needs to be a registered one and the Date of Incorporation/Registration of the business to be shared
- The Registration details of the entity to be entered
- Need to provide Income Tax Return Details (ITR Form and ITR acknowledgment) for the last three years
- Complete Registered Office Address Details along with Alternate E-Mail Id & Contact Number
- Billing Address with GSTIN Number (in absence of GSTIN you will not be able to accept any Orders beyond INR 2.5 lacs on GeM)
- Bank Account Number and IFSC Code of Bank Account
- Companies and Firms are required to verify Key Person information as per ITR records

The audience were also informed of the under-mentioned key parameters for registering sellers:-

- Registration on GeM should be done only by an Authorized Person (Director of the Organization or a Key Person/Proprietor)
- Details of the Authorized Person will get validated as per the Income Tax Return Filing Primary Seller has an option to create Secondary Seller(s) to assign roles like Bid Participation, Creation of Catalogue, Purchase Requisition, and Order Fulfilment
- The Secondary Seller should register using the same method (Aadhaar or Personal Pan) as the primary seller

The Session ended with a brief highlight of the various companies registered in the portal and reaping benefits.

**GeM Womaniya:**

The session apprised the audience on the initiative launched under GeM by Government of India to develop women entrepreneurship on the margins of society to achieve gender-inclusive economic growth known as 'Womaniya'.

"Womaniya" initiative seeks to showcase products made by women entrepreneurs and women self-help groups [WSHG], and spur women entrepreneurship by aligning them with opportunities to sell their products to various Government ministries, departments and institutions. The initiative would enable women entrepreneurs and women self-help groups to sell handicrafts and handloom, jute and coir products, home décor and office furnishings, directly to various government ministries, departments and institutions, among others.

Womaniya aligns with Government's initiative of reserving 3 percent in public procurement from women MSME entrepreneurs and this offers immense potential for procurement.

## Workshop for Women Entrepreneurs

The screenshot shows the GeM portal homepage. At the top, there's a navigation bar with links for English, Dark Mode, Font Size, and Skip to Main Content. Below this is a search bar with the placeholder text 'Looking for something on GeM?'. The main navigation menu includes CATEGORIES, GeM Advantages, GeM Exclusive, Rate a Seller, View Contracts, CPPP Tenders, Seller Details, and New on GeM. The 'GeM Exclusive' section is highlighted, featuring a sidebar with 'Startup Runway 2.0', 'MSME SC/ST entrepreneurs on GeM', 'Womaniya', and 'The Saras Collection'. The main content area for 'Womaniya' describes an initiative to showcase products made by women entrepreneurs and women self-help groups (WSHGs), and spur Women entrepreneurship by aligning them with opportunities to sell their products to various Government ministries, departments and institutions. It also mentions that GeM has specially categorized products such as handicrafts and handloom, accessories, jute and coir products, bamboo products, organic foods, spices, home décor and office furnishings for ease-in-procurement. A footer section contains links for Ask GeMmy, ABOUT GeM, NEWS & EVENTS, RESOURCES, TRAINING, and NEED HELP ?.

### Virtual Tour of GeM Portal:

The final session of the day provided a virtual tour of the GeM portal showcasing the various functionalities available for Buyer & Sellers. The audience were demonstrated on how to browse through and explore the market in GeM portal.

The screenshot shows the 'Categories' page on the GeM portal. It features a search bar with the placeholder text 'All Categories' and a search button. Below the search bar is a table with two columns: 'Category Name' and 'Actions'. The table lists various categories and their corresponding actions (Specifications and view bunch). A sidebar on the left contains a search bar and a 'Show All Categories' button. The table data is as follows:

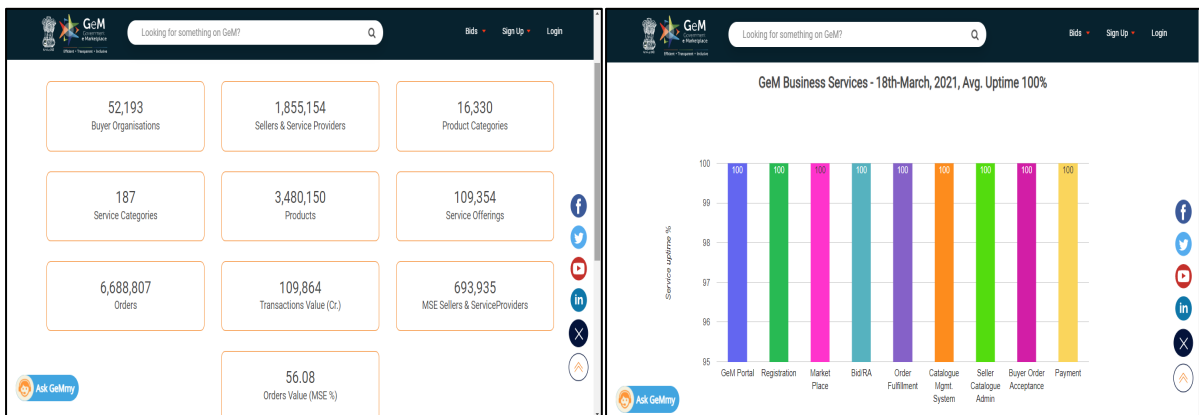
Category Name	Actions
"Drill Collars (Petroleum industry)"	(Specifications) (view bunch)
"Floating Equipment for Casing Pipes (Petroleum Industry) "	(Specifications) (view bunch)
"Regular Casing Pipes (Petroleum	(Specifications) (view bunch)
(R)-2-Aminopropionic Acid	(Specifications) (view bunch)
(S)-2-Aminopentanedioic acid	(Specifications) (view bunch)
(S)-2-Aminopropionic Acid	(Specifications) (view bunch)
(Vitreous China) - Half Round Channel-IS:2556	(Specifications) (view bunch)

The session also demonstrated to the audience on how they can list their products for sale in the portal. The audience were demonstrated how entities can look for various Contracts and Bids published and accordingly bid for that.



## Workshop for Women Entrepreneurs

The audience were enthralled on seeing the statistics on the number of organisations using the GeM portal for procurement.



The Session and the workshop ended with an appeal to the audience to register in the GeM portal and enjoy benefits of public procurement from across the country under a single platform.

## Workshop Outcome:

The GeM workshop encouraged the Startups and Department officials present in understanding the various benefits in offer for buyers and sellers. The learning for each session is briefed below:-

**Workshop for Women Entrepreneurs**

- **Opening Remarks – Government e-Marketplace (GeM)** – The first session of the day provided a brief overview of the Government e-Marketplace and the GeM portal. The audience were apprised of the various features inherited and the benefits offered to Buyers and Sellers.
- **Features for Startups on GeM – Startup Runway** – This session helped the audience in understanding the opportunity presented in GeM portal for Startups, the Startup Runway opportunity. The audience were apprised how Startups can list multiple products for sale in the platform under various sectors. The Department officials attending the workshop also learnt about how they can procure from Startups.
- **Registration process for Buyers & Sellers in GeM** – The session on registration eased the concerns of the audience by giving a detailed insight on the registration process, eligibility criteria and required documentation. The Department officials present also came to know about how they can register and put up contracts or their needs.
- **GeM Womaniya** – The session on GeM Womaniya helped the audience understand on special incentives and schemes carved out for strengthening and facilitating Women entrepreneurs.
- **Virtual Tour of GeM Portal** – The final session was the most impactful session as it had the audience gazed at the screen as the Speaker navigated through the various forms and pages of the GeM portal. The audience were educated on how to buy or sale their products in the portal.

**Role of Startup Karnataka:**

Department of Electronics, IT, Bt being the Nodal Department for Startups in the State have played a key role in designing, coordinating, implementing, and hosting the sensitization workshop in collaboration with the GeM team and Startup India.

## Workshop for Women Entrepreneurs

Snapshots from the Workshop:





Women and Marketing,  
that's a relationship forever.  
This time let's bring the  
market to Women..

Here We Go

# GeM

(Government e Marketplace)

## Workshop

Exclusively for  
Women led Startups

Date: Thursday, 3<sup>rd</sup> June 2021

Time: 11am - 1pm

RSVP: Abrar +91 97403 25064



6:59 4G 51%

**GeM**  
4,141 Tweets

Tweets   Tweets & replies   Media   Likes

**GeM** @GeM\_India · 8h

#GeM in association with @Startup\_Kar is organising a workshop for women-led #startups on the GeM portal, registration process, initiatives like Startup Runway, Womaniya, and much more. Book your calendar - 3rd June 2021 @11 AM. Click to participate - [bit.ly/34mShE0](https://bit.ly/34mShE0)



**Dear Women!**  
Gear Up - Amazing Opportunities Await You at **GeM!**  
Join the GeM Workshop and Grow

**DATE 3<sup>rd</sup> JUNE 2021 TIME 11AM - 1 PM**



DoPT and 2 others

2   15   31

**GeM** @GeM\_India · 11h

Many #MSMESellerPartners have experienced waiting for hours at a bank

## Workshop for Women Entrepreneurs

### List of Participants:

Sl. No.	Name of the Women Founder/ Co-founder	Name of the Organization (as per Incorporation)
1	Yamini Wilfred	WE BUY FOR YOU
2	Vinoudini Boj	Skaas Technology Solutions Private Limited
3	Ashwini	CEC
4	PINKY JAYAPRAKASH	JPNME
5	Vidhya Timmana Gouda	WhatsLoan
6	MS Ramaiwh	M.S.Ramaiah University of Applied sciences
7	Komal Shah	Meraki
8	Ms Anima Agrawal	Prishni
9	Divya Hegde	The Integrated Penguin
10	Akitha Kolloju	Heamac Healthcare
11	Divya Ajish	Ntt Data
12	Dr Gayathri devi	Krishi sai Ekatha pvt Ltd
13	Varshini Ram S S	Azper Science Private Limited
14	Mamta Bhat	W4Talent LLP
15	Meena L	Clarette biotech Pvt.L
16	Sri Vidya Pillutla	Yet to start
17	Shilpa Adyanthaya	Desi Girl
18	Saloni Mehta	Tactopus Learning Solutions Private Limited
19	Deepti saini	Protein Design Pvt Ltd
20	Akshita	Sreedevi
21	Smitha Raja	Noesys Software Pvt. Ltd.
22	Akshita	Handmantra
23	Sonali Jha	Cunomial
24	Zaiba Sarang	iThink Logistics
25	Dr. Shrilakshmi Desiraju	Triphase Pharmaceuticals pvt.ltd.
26	Sudha goenka	Richards chemicals and electricals pvt ltd
27	Bobby Puri	Omax Watches
28	Geetika Manucha	Polyvalent Digital Services Pvt Ltd
29	Dr. Ankita Sanghavi	Innocent Times Childcare Pvt Ltd
30	Ranjita Ravi	Orxa Energies Pvt Ltd
31	Sayalee Marathe	Aadyaa Originals Pvt Ltd
32	Sonal Chitranshi	Soul Roots
33	Deepti Agarwal	Studio B40
34	Vinita Kasliwal	Peritos Solutions and consulting private limited
35	Vartika Vaish	Vama Leathers
36	MADHAVI	JEEKAY FOUNDRIES PVT LTD
37	R N KAVITHA	Streelance
38	hina gupta	mg cooling solutions
39	Basudha	EmpFly Services Pvt Ltd
40	Anuradha Singh	IN-BIOT Private Limited

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41	Mily Saxena	Ogive Technology
42	Sikopasthi	Silposathi Industrial Projects Consultancy Ltd
43	Chandrika Jaini Vedam	excalibEr Solutions
44	Munazza Habibulla	Winning Matters Consulting Pvt. Ltd.
45	Sutapa Pal	SGP Global IT Academy
46	C.A SHALINI BHARDWAJ	TAX SIGN UP (OPC) PVT LTD
47	Meetta Kalsi	Stellar Planner (I)
48	Nikkitha Shanker	Shoppre
49	Disha Parekh	Go Cohoots
50	Swati Singhania	Rajami Retail Pvt Ltd
51	Anshu Agarwal	nAzAqAt EthnicIndia
52	Meghana Srinivas	TrustIn Software Services Pvt Ltd
53	Dibyajyoti Borgohain & Madhavi Pomar	Ridgeland Industries Private Limited
54	Kalaiyarasi	Rattai
55	Shilpa saboo	SAMITAN electropowers pvt ltd
56	Lavanya Venkatraman	Aqurator Designs Pvt. Ltd.
57	Rinku Ranjan	EASYM2M TECHNOLOGIES PVT LTD
58	Nisha Dhanuka	QINFIN Consulting Pvt Ltd
59	Nilambari Ghagare	Levent Technologies
60	Shivani	Kumar
61	Ankita Goyal	FASHIONOVA Designs LLP
62	Misba Choudhari	Ms Excellency Marketing Agency
63	Shivani	HRK ELECTRICALS
64	Ananya Limaye	Refurbion Labs Private Limited
65	Roopa T V	Amrutha Aromatics
66	Kavita Jitani	Bondhu
67	Meenakshi Gupta	The White Lily Training Services
68	Sachii Tripathii	Terracotta by Sachii
69	Sanchaita Pradhan	Shilpkari Bazaar
70	Vedamata Muddepal	Argoprudent technologies private limited
71	Shilpa Madaan	SM Apparel Sutra
72	Shilpa Madaan	SM Apparel Sutra
73	Kirti Yadav	Muddy Puddle Consulting Services
74	Sai Harika Boppana	Threysol Pvt.Ltd
75	Dr Aarti Vyas	Dravyas Life Care
76	Renuka Tandon	Thrills n Trails
77	Nisha Vinod	Fine Elements LLP
78	Hemalatha Jagadeesh	GOLDEN CREEPER ENTERPRISES
79	Sriparna Das Chakraborty	Aamani's Crochet
80	Anjali Patil	Earth and Organics
81	Hari Priya	SKP
82	Swapna Soma	ginnilifestyle
83	Ankita Pandey	LearningSol Ventures Pvt. Ltd.
84	SUNITA AGASKAR	CREDENCE GLOBAL

**Workshop for Women Entrepreneurs**

85	Dr. Rajashree	YouAndMe LLP
86	Sunaina Harjai	HATS OFF ACCESSORIES PVT LTD
87	Dr Ramya Mohan	I MANAS
88	Vishaka Baid	DTC Infotech Pvt. Ltd.
89	Ravinder Kour	Merkado RHA Technology Pvt Ltd
90	Aishwarya Priyadarshini	Aujjessa
91	Krupa Rajangam	Saythu
92	Neethi Ganesh	Reliable Enterprises
93	Sangita Saha	Saha Technology Services Pvt Ltd
94	Annapurna	Controlytics
95	Prachi Rajendra Shinkar	Matrix-DigiPro
96	Veena Deshpande	Triwits Technologies Pvt Ltd
97	Dissy George	Dissy George
98	Pooja Chawla	Niaamby Production Pvt. Ltd.
99	anita chopra	Proxima Healthcare Inc
100	Arya Singh	IVillage Social Solutions LLP
101	Sneha Nagaraj	Frontier legal
102	Sangeeta Nandy	Umbr Tree Private Limited
103	Lakshmipraba U S	Prithvimitra innovations OPC private limited
104	Arpitha M V	Nydile Foods
105	Suruchi Singh	Charismatic crayonz OPC private limited
106	Gayathri T R	IT-Tantrash
107	Poornima	ABE Security Mechanics Pvt Ltd
108	Anupama Padhi	Dhaani-foods
109	Sitara Agarwal	Freshatom LLP
110	parwinder	Beefit
111	Lakshmi Sahitya Rachapudi	ELLESS ASSOCIATES
112	No	lbs
113	Madhavi Latha Puchakayala	Praneeth Soft Solutions Private Limited
114	Anjugam	Mugilan aero tech private limited
115	Saumin Ali	Hradiance Foundation
116	Stueti Gupta	BlueKei Solutions Private Limited
117	Haritha Sathish	MAGICBOX ANIMATION PRIVATE LIMITED
118	ANJANA IYER & MRINAL D RAO	ONE HOP ORGANICS PVT LTD
119	Nidhi Tatia	Dev Mantra Financial Services Private Limited
120	DEEPIKA S RATHOD	XAPIFY INFOTECH LLP
121	NA	Women & Child Development Department
122	Komala Chenna	Sapientury Private Limited
123	Shruti Krishna	BIOPRO HEALTH FOODS PVT LTD
124	Ratnasri Karra	Her-Mony
125	Neha Modgil	TECHVED Consulting India Private Limited
126	Purnima Nambiar	Inauditus Intervention pvt ltd
127	Veena D Kotian	Qavenue India Eretail LLP
128	Veena D Kotian	Q Avenue

**Workshop for Women Entrepreneurs**

129	Dr. Hemalatha. B. Kalasannavar	Silposathi Industrial Projects Consultancy Ltd
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