

## **GeM Seller Registration:**

### **Complete Procedure**

The Government of India has introduced a digital e-commerce portal named GeM to enhance transparency and efficiency in the public procurement of Goods & Services for Government Organizations and Departments. The purchases through GeM by Government users have been authorized and made mandatory by the Ministry of Finance by adding a new Rule No. 149 in the General Financial Rules, 2017.

The GeM is a portal for offering and availing the product and services. However, in most cases, the availing portion falls under government organizations and officers. But for the seller part or offering is open to every seller. This leaves us with the conclusion of two types of registration options on GeM:

1. Buyer Registration
2. Seller Registration

I will take Seller Registration in this article, as it is the one that is much more complex. The data available out there is also limited when it comes to Registration for a Seller. Let's get started with understanding it first.

### **Seller Registration on GeM**

All those sellers who want to sell their product and service to the government organization and departments must first register themselves on the GeM portal as a seller. There are two categories of sellers or service providers on GeM, one is authorized Seller, and the other are OEMs. With the growth of GeM in recent times, OEMs have gained popularity. OEMs are basically Original Equipment Manufacturers who can sell their products through GeM Portal. However, there are many things that fall under an OEM. All those are stated below:

1. Manufacturers
2. Brand owners & Third-Party manufacturing
3. Importer & Authorised Sellers
4. Service Provider
5. Assemblers

### **Benefits of Registering as Seller on GeM**

1. Drive Business with Ease
2. Direct Access to The Largest Buyers in The Country
3. PAN (Presence Across Nation) India Reach with Minimal Marketing
4. Direct Purchase, Bids, And Reverse Auctions
5. Dynamic Pricing Based on Market Conditions
6. Transparency and Security First, Always
7. Multi-Lingual Support Desk

### **Documents of Seller Registration**

Let's take a look at the documents one should be ready with while registering as a seller and then we will understand about the fees of seller registration in the article. The following documents are needed at the time of registering on GeM portal as a seller.

PAN (Permanent Account Number)

CIN (Company Information Number)

Key Person Validation (Verification of authorized person through Income Tax Return)

Details of – Registered Office,

Billing Address, Factory, Warehouse, other Office Premises

Bank Details

### **Process of Seller Registration on GeM (Government e-Marketplace)**

Registration on GeM is a completely online process. Since GeM is a portal for both buyer and seller, the documentation and registration are also different for both of them. Two types of account, one is a primary seller and secondary seller account can be created on the Seller account. There will be always one primary Seller and/or Service Provider for a Company.

This primary Seller and/or Service Provider will by default have all privileges assigned to it. Only the Primary Seller and/or Service Provider can create Secondary Seller and/or Service Providers. There can be multiple Secondary Sellers and/or Service Providers for a Company. Secondary Seller and/or Service Providers are roles/privileged based. They can work only as per the assigned role/privilege. It is not mandatory to create a secondary seller, it depends on the needs of the company. Let's try to understand the process of registration for a primary seller.

### **Primary Seller Registration Process**

Create Account on GeM as a Seller

Go to the Government Site of GeM.

Click on the Signup option on the top left of the page.

Select Seller from the drop-down menu.

New page on Create your organization seller account open.

Click on the Review Terms and Conditions. A pdf of terms and conditions open up, reads it, and agrees to the terms and conditions.

Fill in all the Details asked in the next form. Organizational Details and details related to personal verification are required. After filling in all the details, the Activation mail is sent to the email. Use that to log in to the Seller Desk.

### **Complete the Registration**

Complete the registration process by providing and verifying all the information mentioned there. This information includes

PAN or Aadhaar Number,

Company Information,

Office location,

GST (Mandatory),  
Bank Account,  
E-voicing criteria,  
MSME Registration (Optional),  
ITR (For Bid Participation),  
Start-up (Yes/No),  
DoE Order Compliance

### **Create a Bank Account**

You have to create a bank account that will be linked to your GeM portal. The caution money needs to be deposited here. And in case there is any delay of shipment and order fulfilment from the seller side, then the money is being deducted from this account as per the rules and regulations. All the history related to the transaction of this account will be reflected on the GeM Seller Account.

### **List Product and Service from Dashboard**

All the product and service listings should be done after successful updating of the Profile. There are options to either add your product in the existing category if they exist or add a new category for your product/service as well. For the rest, you are ready for selling your product/service on GeM.

### **GeM Seller Registration Charges**

In reality, there are no charges for registering on GeM, neither for buyers nor for sellers. But there is caution money that needs to be deposited by every seller on GeM. The charges vary as per the turnover of the seller. For example,

Sellers with a turnover of less than ₹1 crore but more than ₹5 lakh have to deposit ₹5000 as caution money. Similarly, the charges/ security deposit goes higher with the turnover of the seller.