



सत्यमेव जयते



आज़ादी का
अमृत महोत्सव

10th November, 2023

Dear Secretary,

Since its inception in 2016, Government e-Marketplace (GeM) has served as a unified one-stop national public procurement portal for procurement of goods and services by all government buyers, including Central and State Ministries/ Departments, Public Sector Enterprises, Autonomous Bodies, Panchayats and Single and Multi-State Cooperative Societies; based on its three important guiding principles of efficiency, transparency and inclusivity.

2. Social inclusion is a core value at GeM and we are focused on increasing participation from under-served seller groups such as women entrepreneurs, artisans and weavers, self-help groups, khadi producers and tribal entrepreneurs who face challenges in accessing government procurement. You may appreciate that 8.68 Lakh Udyam-verified MSEs comprising of 1.51 Lakh Women-MSEs and 45K SC/ ST MSEs have fulfilled orders totalling INR 2.81 Lakh Crore which is approx. 48.79 percent (%) of the total cumulative GMV.

3. In pursuance of the above mandate, GeM is promoting the “**One-District, One-Product**” (ODOP) initiative of the Government on the portal. GeM has worked in a mission-mode to ensure creation of 300+ product categories and a dedicated market page (<https://gem.gov.in/odop-category>) for showcasing ODOP products on the portal. A brochure listing out few exquisite ODOP products that can be purchased during the festive season has been prepared. While one hard copy of the ODOP Brochure is attached, the same can also be downloaded using the QR code given below.

4. I shall be grateful if you support GeM in disseminating this information to all buyer organisations under your Ministry/Department with a request to make best use of this opportunity in the forthcoming festive season to support the Hon'ble Prime Minister's vision of promoting ODOP products in public procurement, thereby promoting social inclusion.

With best regards,

Yours sincerely,

Sunil Barthwal
(Sunil Barthwal)

To
Secretaries of all Ministries/ Departments



Scan to download
GeM-ODOP Brochure