

GeM Fitment & Readiness Checklist

Use this checklist to assess whether your business is ready to sell, bid, and grow on Government e-Marketplace.

Built for OEMs, resellers, MSMEs, startups, and service providers.
SW Cybernetics · Government Marketplace Growth

What this helps you check

Seller fit, documents, category readiness, catalog structure, bid readiness, compliance, and next-step execution.

Best for

Businesses evaluating whether to start with sell on GeM, onboarding, audit, or account management.

1. Business Fitment Check

Confirm whether GeM is the right channel and which route matches your business model.

- Have you identified whether you are entering as an OEM, reseller, product seller, or service provider?
- Do your products or services align with active government procurement demand?
- Have you shortlisted priority categories instead of trying to launch everything at once?
- Do you understand whether your growth path is likely to be direct purchase, L1 purchase, formal bidding, or a mixed model?
- If you are a service company, have you translated your offering into procurement-friendly scope definitions and deliverables?

Red flag

If your offer is still described in brand or marketing language instead of procurement language, you are not ready for strong GeM conversion.

2. Documentation & Entity Readiness

Most GeM delays begin with entity mismatches, incomplete records, or weak authorization proof.

- GST, PAN, bank account, signatory details, and business legal name are fully aligned.
- Your Udyam or MSME registration is active and mapped correctly where relevant.
- OEM proof, authorization letters, or brand approvals are ready if you are not the direct manufacturer.
- Core certificates such as BIS, ISO, startup, quality, or product-specific compliance records are available where required.
- Your bank details, cancelled cheque, and invoicing details are buyer-ready and internally verified.

3. Category & Catalog Readiness

Going live is not enough; you need a commercially usable listing structure.

- You have mapped products or services to the correct GeM categories and sub-categories.
- HSN, GST, unit economics, delivery assumptions, and key attributes are already standardized.
- Titles, specifications, and supporting descriptions are written for procurement clarity, not consumer-style selling.
- You know which SKUs or service lines should launch first based on qualification strength and buyer demand.
- You have a process to fix catalog errors, rejected uploads, or attribute mismatches quickly.

4. Bid & Commercial Readiness

Many sellers register successfully but still fail to qualify or convert because their commercial operating layer is weak.

- Your team understands the difference between direct purchase, L1, bids, reverse auction, and custom bid workflows.
- You can review tender documents, BOQs, clauses, and commercial conditions before participating.
- You have a clear pricing logic that accounts for tax, delivery, compliance, and margin instead of quoting reactively.
- You know when EMD, exemptions, or supporting documents are required.
- You have owners assigned for bid review, submission, clarifications, and post-award follow-through.

5. Operations & Compliance Readiness

Winning access is only step one; long-term GeM growth depends on clean ongoing execution.

- Order processing, dispatch, invoicing, and buyer response workflows are documented internally.
- You have a plan to maintain seller rating and avoid preventable service failures.
- Certificates, authorizations, and compliance records are tracked with renewal dates.
- Your account owner can monitor visibility, bid participation, qualification outcomes, and order flow monthly.
- You know which issues require audit-led diagnosis versus full account management support.

6. Score Your Readiness

Use this fast scoring model to decide your next best move.

Score band	What it means	Best next step
21–25	Strong readiness with only execution gaps remaining.	Move into sell on GeM or account management.
15–20	Promising fit, but multiple operational gaps still need cleanup.	Start with GeM onboarding plus targeted category setup.
8–14	Commercial potential exists, but compliance, listing, or bid gaps are likely to slow traction.	Start with a GeM audit before full execution.
0–7	The business is not yet ready for efficient GeM execution.	Fix entity, documentation, and category fundamentals first.

Use this checklist with these commercial paths

- Sell on GeM — for new entrants choosing the right route and go-live path.
- GeM Services — for full lifecycle support across onboarding, audit, catalogs, and bids.
- GeM Audit — for accounts facing rejection, disqualification, low traction, or unclear bottlenecks.

Need help interpreting your score?

Book a GeM strategy discussion with SW Cybernetics to decide whether you need onboarding, audit, or ongoing management.