

Binoy Kumar

Director General

D.O.No.3134/GeM/Advt/DGS&D/2016

26th October, 2016

Dear *Madam*,

Government e-Marketplace (GeM) has been developed by DGS&D with technical of NeGD (MeitY). The portal has been launched on 9th August, 2016 and is now fully functional. Department of Expenditure (DoE) has already amended the GFR by enabling Government users to make purchases of common use goods and services. One of the directions of DoE has been to ensure adequate publicity including periodic advertisements of GeM and items to be procured through GeM. Commerce Secretary has suggested that initially an advertisement maybe put on all sites of MeitY including MyGov, CPP Portal, DoC website and all website/ portals maintained by NIC. Copy of the proposed advertisement is placed below. The softcopy has been separately sent through e-mail. I would be grateful for your kind instructions to the concerned officers in this regard.

With regards
Yours sincerely,

Binoy Kumar
(Binoy Kumar)

Smt. Aruna Sundararajan,
Secretary,
Ministry of Electronics & Information Technology,
Electronics Niketan, 6, CGO Complex,
Lodhi Road, New Delhi-110003.