Title: Market & Oppurtunity Research Report
Subtitle: Identifying Potential Government Bid Opportunities via GeM
Author: Prachi
Role: Business Analyst
Organization: Metso India Private Limited, Gurugram, Haryana

Executive Summary

In recent months, a consistent decline in incoming orders has raised concerns regarding our ability to meet annual revenue targets. In response, this research initiative was launched to investigate untapped public procurement opportunities—specifically through the Government e-Marketplace (GeM) platform. Our analysis revealed that several government departments regularly publish tenders highly aligned with our core business areas, such as **minerals, metals, and heavy machinery**. However, due to the lack of an automated bid-tracking mechanism, many of these opportunities go unnoticed or are discovered too late for timely response.

This document outlines the **frequency, relevance, and visibility challenges** associated with manual tracking of **GeM bids**. It also identifies clear gaps in our current process and highlights the strategic potential of implementing an automated bid monitoring and alert system.
By adopting an automated approach, we can improve opportunity visibility, accelerate response times, and potentially recover **lost revenue streams—making it a scalable, low-cost solution** with high impact for business development.

Business Problem

- Orders have reduced by **[30 – 40] %** over the past two months.
- This decline is **impacting the achievement of annual and quarterly revenue targets**.
- **No real-time tracking mechanism** exists to identify or respond to relevant GeM tenders.
- **Manual monitoring** of tenders is time-consuming, inconsistent, and error prone.
- **Lack of centralized tracking or alert system**, leading to missed opportunities.
- Bid submission windows are often short (as low as 2–3 days), making manual tracking ineffective.
- The company operates in sectors (Minerals, Mining, Heavy Machinery) that are **actively tendered by government entities**, yet many bids go unnoticed.
- The absence of automation leads to a **reactive approach**, rather than strategic and timely bidding.
- **Missed bids directly correlate to lost revenue** and market competitiveness.

Research Objectives

this research aims to:

- **Identify key government departments and agencies** that are frequently publishing bids aligned with our business areas—particularly in **mining, minerals, and heavy machinery**.
- **Analyse the volume, frequency, and timelines** of these tenders to understand **posting patterns** and opportunity windows.
- **Classify and assess the categories of tenders** to evaluate relevance to our services (Business Areas) and product offerings.
- **Determine the consistency and reliability** of the GeM platform as a sustainable source of government business.
- Lay the groundwork for designing a **systematic, automated tracking mechanism**.

Methodology

To effectively assess the viability of GeM as a consistent business acquisition channel and design an automated tracking framework, undertook an in-depth research exercise—combining **stakeholder discussions, market scan, and feasibility validation**—to evaluate the potential of automating government bid tracking.

This structured methodology enabled us to validate the **Government e-Marketplace (GeM)** as the most promising platform for automation, compared against other public tender portals like Global Tenders and Tata Nexarc.

The following research methodology was adopted:

1. Exploratory Analysis

- Manually explored the GeM bid portal: https://bidplus.gem.gov.in/all-bids
- Collected initial bid samples based on **relevant industry keywords** (e.g., *mining, drilling, excavators, heavy machinery*).
- Analysed posting structure: start date, end date, departments involved and bid titles.

2. Pattern Recognition

- Tracked bid frequency over a defined period to observe:
  - Posting intervals
  - Duration between posting and deadline
  - High-volume departments
- Identified inconsistencies in bid duration across categories.

3. Feasibility Assessment

- Assessed the **manual effort** required vs. **automation value**.
- Doable by Robo and cost – effective

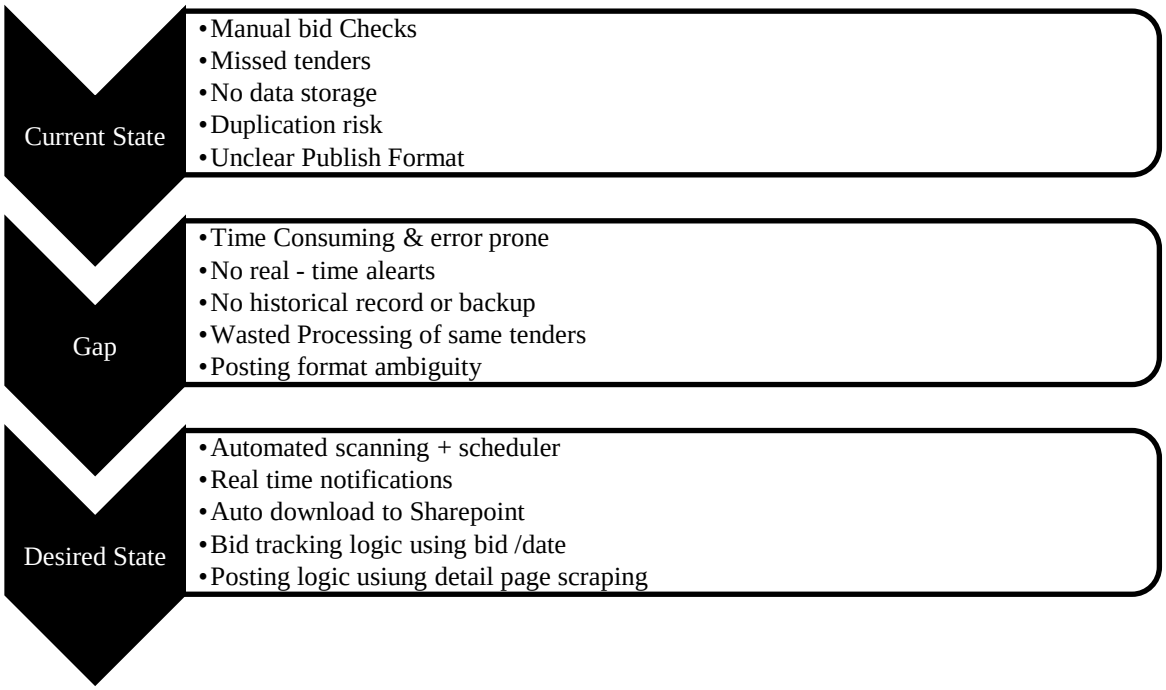
4. Automation Mapping

- Defined a high-level automation workflow Process using RPA, SharePoint, Web scrape, power Automate
  - Scrape bids
  - Filter based on domain keywords
  - Download relevant tenders
  - Send email notifications to stakeholders
  - Avoid duplicate processing through bid number/date logic

Observations & Key findings

Parameter	Findings
Bid Frequency	Avg. 8–12 relevant bids/day
Key Departments	Ministry of Steel, NMDC, Coal India, BHEL, DRDO, NALCO
Peak Posting Times	Mostly between 10 AM–4 PM
Time Range (Start–End)	Ranges from 2 to 15 days
Consistency	Daily bids observed; No batch publishing
Pain Point Identified	No single identifier for bid publishing date (confusing format)

Initial Gap Analysis



Conclusion

The proposed automation solution —leveraging technical Stack and RPA —aims to

- Eliminate manual effort in bid discovery
- Provide instant alerts for relevant opportunities
- Enable structured, centralized access to tenders
- Reduce the risk of missed or duplicate bids

This approach addresses the current operational inefficiencies but also introduces a data-driven, scalable system that aligns with the company’s long-term strategy for digital transformation and revenue optimization.