

Annexure-Y

ODISHA TOURISM DEVELOPMENT CORPORATION LTD LEWIS ROAD, BHUBANESWAR -751014.

Invitation of application for Operation of Beach Shacks in 6 major Beaches of the State

1. Introduction

Odisha has 482 km coast line comprising of beautiful beaches spread over 6 districts has tremendous tourism potential. Department of Tourism, Govt. of Odisha as one of its initiatives to promote Beach Tourism is proposing to promote Beach Shacks in the major beaches of the State. Initially 6 such beaches has been identified as per detail given in Para-3.

Odisha Excise Policy, 2021 permit operation of Beach Shacks in selected beaches through OTDC.

2. Broad Contour of Operation & Scope

- i) For tourism promotion, serving of liquor in Beach Shacks is allowed under Excise Policy, 2021.
- ii) Operation of the Beach Shacks will be either through OTDC directly or through private agencies engaged by OTDC wherein OTDC shall be the primary license holder.
- iii) Beach Shacks will be allowed to operate throughout the year or for the period as decided by Department of Tourism based on climatic conditions.
- iv) OTDC / DOT shall identify suitable land on the beach to be allotted to the selected agencies on right to use basis for a period of 3 years
- v) Common infrastructure for Beach Shacks such as power, water, sewage, solid waste management will be provided by OTDC / DOT.
- vi) Selected agencies shall be responsible to construct temporary shacks as per specification given in Annexure-B at their own cost.
- vii) All liquor lifting will be done by OTDC only, who in turn will provide the same to Beach Shack operators.
- viii) OTDC will also be responsible for ensuring, Odisha registered duty paid liquor is served in such Beach Shacks.
- ix) OTDC as a Licensee will be responsible for compliance to all licensing conditions.
- x) Operator shall be responsible to bear all operational expenses including power, water rental and other utilities including sharing of utilities charges of the common facilities.
- xi) Operators shall be responsible to pay fees as license fee and rental to OTDC as per Para-6.

3. List of Beaches

| Sl.No. | Name of the Beach | Maximum no. of Shacks can be allowed |
|--------|---------------------------------------|--------------------------------------|
| 1 | Talsari-Udaypur beach front, Balasore | 3 |
| 2 | Paradeep sea beach, Jagatsinghpur | 3 |
| 3 | Puri-Konark marine drive, Puri | 5 |
| 4 | Chandipur, Balasore | 2 |
| 5 | Pati Sonapur, Ganjam | 2 |
| 6 | Gopalpur Sea Beach, Ganjam | 5 |

4. Obligation of OTDC / DoT

- Suitable land in the Beaches are being identified by Department of Tourism in consultation with Revenue and Forest Department. DOT will allot 20 mtr. X 20 mtr. Land on right to use basis for a period of 3 years.
- Department of Tourism shall create common infrastructure like power, water, sewage, toilet facilities to the Beach Shacks which are proposed to be developed in a cluster in each of the location.
- OTDC shall also provide container facility for storage purpose in the Beach.
- OTDC shall obtain license from the Excise Department for the selected operators for each locations subject to payment of annual fee, license fee and other rental mentioned in Para-6.
- OTDC shall also lift liquor on the requisition of selected operators from OSBC subject to advance payment of procurement cost of liquor & administrative charges of 10%

5. Obligation of Operator

- Selected operators are responsible to develop Beach Shacks at their own cost as per the broad specification attached in **Annexure-C**.
- Operator shall be responsible to pay following fees as license fee and rental to OTDC once they are selected.

6. Fees & Rental payable to OTDC

| Sl.No. | Particulars | Basis | Amount per year |
|--------|-----------------|-------------------------|-----------------|
| (a) | Application fee | For each financial year | Rs.1,00,000/- |
| (b) | Bar License fee | -do- | Rs. 50,000/- |

| | | | |
|-----|---------------------------|------------------------|--------------------------|
| (c) | Composite label regd. fee | -do- | Rs. 40,000/- |
| (d) | User fee, space rent | Per year prorata basis | As per table given below |

User fee / Space rent for Beach Shacks

| Location | Annual Rental | Remarks |
|---------------------------------------|---------------|--|
| Talsari-Udaypur beach front, Balasore | Rs.1,00,000 | Per annum to be paid on prorata basis on the basis of actual occupation & grant of license in the 1 st year |
| Paradeep sea beach, Jagatsinghpur | Rs.1,00,000 | |
| Puri-Konark marine drive, Puri | Rs.2,00,000 | |
| Chandipur, Balasore | Rs.1,00,000 | |
| Pati Sonapur, Ganjam | Rs. 75,000 | |
| Gopalpur Sea Beach, Ganjam | Rs.1,50,000 | |

N.B. The License fee, application fee, composite registration fee shall be paid at the rate to be revised by Excise Department from time to time

7. Invitation of Application

Application are now invited from interested applicants for operation of Beach Shacks under Built & Operate model. Detail of the applicant may be submitted in the format as per **Annexure-A.**

8. Eligibility Criteria

- Minimum 3 years' experience in operation of Bar / Multi cuisine Restaurant / Beer Parlour / Star category Hotel / Resort
- Turnover – Average annual turnover for last three years Rs.50.00 lakh.
- Net worth as on 31.03.2020 / 31.03.2021 Rs.1.00 Cr.

9. Timeline for submission of Application

| <u>Particulars</u> | <u>Date</u> | <u>Remarks</u> |
|---|-------------|---|
| Invitation of application | 26.06.2021 | |
| Meeting before submission of application (already held) | 19.07.2021 | Venue – OTDC Conference Hall at 11.30 A.M. |
| Issue of corrigendum / replies to the queries | 28.07.2021 | |
| Last date for submission of application | 11.08.2021 | The application must reach the office of M.D., OTDC before 3.00 P.M. dated 11.08.2021 |
| Opening of application & evaluation | 12.08.2021 | Venue – OTDC Conference Hall at 11.00 A.M. |
| Final selection | | Will be communicated later |

10. **Selection process**

- Short-listing on the basis of eligibility criteria followed by evaluation as per methodology given below :

| Criteria | Evaluation Methodology | Max. Weightage |
|--------------------------------|--|-----------------------|
| Net Worth | 1 Cr. - up to 2 Cr. – 10 Marks 2 Cr. – up to 5 Cr. – 15 Marks 5 Cr. & above – 20 Marks | 20 |
| Avg. Turnover of last 3 years. | 0.5 Cr. - up to 1 Cr. – 10 Marks 1 Cr. – up to 2 Cr. – 15 Marks 2 Cr. & above – 20 Marks | 20 |
| Experience | For every 3-Star & above category Hotel / Resorts – 30 Marks each And / OR For every Bar / Beer Parlour / Multi-cuisine Restaurant – 15 Marks each | 60 |

- N.B.** (i) 3-Star & above category hotel means the hotel which has been classified and certified by the Ministry of Tourism, Govt. of India. Multi-cuisine restaurant / Bar / Beer Parlour in the same hotel complex will not be treated as separate Unit for the purpose of evaluation
- (ii) Resort means as has been defined in the Tourism Policy, 2016
- (iii) Bar / Beer Parlour means on shop with restaurant facilities
- (iv) Multi-cuisine restaurant –Restaurant with registration under Shops & Establishment act, food license and average turnover from F&B service not below Rs.0.5 Cr. per annum during last 3 years.
- Based on the evaluation methodology mentioned above the allotment will be made for the Beach Shacks of each destination in the descending order score. In case of tie at any level, random drawal will be followed between the parties having same score.

11. **Continuity after engagement period of 3 years**

On completion of 3 years, existing operator of Beach Shack will have first right of refusal for renewal of the agreement with revised fees & rental to be decided by OTDC subject to the condition that there is no default in adhering to the Excise Law, terms & condition in the agreement and timely payment of fees to OTDC.

12. **Application Processing Fee**

The application processing fee is Rs.10,000/- for each Beach Shack which is non-refundable. The application processing fee shall be submitted along with the application in shape of D.D. favouring Managing Director, OTDC Ltd. No other fees is payable at the stage of submitting application.

13. **OTHER TERMS & CONDITION:**

- a. Shall lift liquor & Beer only from OTDC at the price purchased from OSBC. OTDC shall charge 10% on the cost of the liquor towards handling charges to the Operator.
- b. The operators shall be responsible to run the Beach Shacks with their own qualified and trained employees.
- c. The shortlisted operator shall bring their own equipment to the site.
- d. All operating cost to be borne by the operators.
- e. All the project assets shall be maintained by the operators with proper safety, security, sanitation throughout the operation period.
- f. Adequate fire safety measures are to be made (fire extinguisher).
- g. The operator shall ensure that staffs engaged for the purpose are well trained, polite and free from communicable diseases. The staff should be well dressed in uniform. Each employee shall wear a photo identity card provided by the operator.
- h. The operator will be solely responsible for all payments and observance and compliance of relevant provision of laws/rules/regulations etc. OTDC will have no liabilities whatsoever with regard to such statutory compliances and payments excepting the license fee payable to Excise Department.
- i. The operator shall maintain a suggestion and complaint book and the suggestion recorded therein will be given due consideration. Notice disclosing existence of this book will have to be displayed in the languages Odia / Hindi & English.
- j. The entire arrangement should be in pollution free manner.
- k. The quality of service shall be subject to verification by the authority or its authorized representative(s) at any time. If the quality of facility / service is not found to be satisfactory, the operator will be instructed to take the corrective measures. Further, if the service quality is found to be unsatisfactory repeatedly, the operator will not be allowed to operate.
- l. The operator shall display rate chart in prominent place
- m. All the sale must be supported by proper Bill.
- n. If the operator and/or his team and also functioning of the facility is not up to the markor, the quality of the service is below standard, then OTDC may remove the operator by giving one month notice.
- o. Shall operate the services from the date of obtaining license.
- p. To engage at least 75% of the manpower from the local community.
- q. Operators, who wish to withdraw operations, may do so post a written one month intimation to OTDC. Security Deposit of the operators, post adjustment against any pending payments etc., shall be refunded to the bidders.

The proposal in the prescribed format along with all relevant documents duly signed and sealed super scribed as “**Application for operation of Beach Shack at _____ (name of the location)**” should reach the OTDC Head Office, Lewis Road, Bhubaneswar on or before 11.08.2021 at 3.00 P.M. either by Courier/ Speed Post/ Regd. Post or by hand. Sending of Applications through Fax/ e-mail/ electronics system shall not be accepted. Applications received after due date & time shall not be accepted. OTDC shall not be responsible for delay in postal delivery or similar reasons.

OTDC reserves the right to accept or reject any or all applications without assigning any reason thereof.

**Sd/-
Managing Director**

FORMAT FOR FURNISHING DETAILS OF THE APPLICANTS

| Sl. | Items | Details |
|-----|---|---------|
| 1 | Name of the Applicant | |
| 2 | Registered Office | |
| 3 | Headquarters | |
| 4 | Legal Constitution of the Firm (Public Ltd./Pvt. Ltd./LLPetc.) | |
| 5 | Details of Promoters/Owners | |
| 6 | Net Worth for the firm as on 31 st March 2020 / 2021. CA Certificate to be provided | |
| 7 | Experience of the Firm (in detail), if any | |
| 8 | Details of Bar / Beer Parlour / Star Hotel / Resort / Multi-cuisine Restaurant operated by the applicant. | |
| 9 | Application processing fee @ Rs.10,000/- per Beach Shack in shape of D.D. favouring M.D., OTDC. | |

Signature of the Applicant

Check-list of documents submitted

| # | Enclosures to the Bid | Documents to be submitted | Remarks |
|----|--|---|---------|
| 1. | Application Processing Fee of Rs.10,000/ per Beach Shack | In shape of D.D. favouring Managing Director, OTDC Ltd., | |
| 2. | Signed copy of Application | | |
| 3. | Beach Shack applied for | Name of the Location | |
| 4. | Covering Letter | | |
| 5. | Net-worth certificate | Balance-sheet / certificate of Chartered Accountant / Solvency certificate by appropriate authority as on 31.03.2020 / 21 | |
| 6. | Average Turnover for last 3 years. | Audited P/L Account, certificate of Chartered Accountant | |
| 7. | Experience <ul style="list-style-type: none"> - 3-star & above category hotel - Bar / Beer Parlour - Multi-cuisine Restaurant | <ul style="list-style-type: none"> - Certificate issued by Ministry of Tourism - Bar / Beer Parlour license for 3 years. - Food License, Registration under Shop & Establishment Act, Certificate of the Chartered Accountant about F&B turnover to be supported with GST return | |

Signature of the Applicant

BROAD SPECIFICATIONS

1. Area to be allotted on right to use basis - 20 mtr. X 20 mtr.
2. Construction of Beach Shacks shall be purely temporary & dismantlable in short notice
3. No concrete, cement work is allowed
4. Broad specification shall be as below :
 - a. No beach shack shall be any dimension bigger than the specified dimensions (12m x 10 m x 5.5m).
 - b. OTDC shall reserve the right to reduce the size of the beach shacks depending on beach width, public access and other factors.
 - c. No beach shacks shall be permitted to have mezzanine floor / additional floor
 - d. The covered area on the ground shall be the area extended from four corner poles of the beach shack. Maximum roof extension dimensions for the beach shack shall be-1 m – lateral Sides ,4 m - front side, No roof extensions on the rear side.
 - e. The non-covered area in front of the beach shacks may be used for temporary umbrella bed decks, tables and chairs which shall be removed by the end of day every day.
 - f. The beach shack shall be developed with eco-friendly materials like Bamboo/ wood Thatched palm leaves roofing / Wood roofing /Fabricated structures. Use of concrete material is absolutely banned.
 - g. Grouting, Plastering, Laying of PCC/ RCC on the floor/ structure / digging of soak pit/ laying of pipes / metal staircases etc shall not be permitted at any cost. All the development of the shack shall be done as per OCZMA guidelines (CRZ regulations)
 - h. In case there are trees / shrubs/ plantation present nearby/adjacent to proposed location of shack, it is mandatory that those plantations are preserved during the planning of the beach shack. In case of violation, the shack license permission shall be revoked
 - i. The beach shack allottee shall not discharge any garbage/ sewerage in the sand / sea water.
 - j. The beach shack will be required to maintain Segregated dustbins, Compulsory installation and maintenance of portable E-toilets, CCTV Cameras for safety and surveillance
 - k. The beach might be allowed to have standees just outside the shack /above the shack. No advertisements of brands shall be permitted on any shack without the permission of OTDC.