



West Bengal Housing Infrastructure Development Corporation Limited

(A Govt. of West Bengal Undertaking)

HIDCO BHABAN, 35-1111, Biswa Bangla Sarani, 3rd Rotary, New Town, Kolkata – 700156

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Memo No: 1315/HIDCO/Admn-3885/2021

Dated: 31/05/2022

NOTICE INVITING e-TENDER FOR ENGAGEMENT OF A FRANCHISEE TO RUN A TRAINING ACADEMY WITHIN GOLF ARENA, ECO PARK, NEW TOWN ON REVENUE SHARING BASIS

Tender Reference Number : 1315/HIDCO/Admn-3885/2021

WEST BENGAL HOUSING INFRASTRUCTURE DEVELOPMENT CORPORATION LTD. (WBHIDCO), an enterprise under the Housing Department, Govt. of West Bengal, invites offers from eligible franchisees to run a training academy within Golf Arena, Eco Park, New Town on 51%:49% revenue sharing basis, as per the criteria set in this document, initially for a period of 3 years which may be renewed/extended further up to 5 (five) years upon satisfactory performance and mutual consent.

The detailed tender document is available at <https://wbtenders.gov.in/nicgep/app> and also in WBHIDCO portal at <https://www.wbidcoltd.com>. Interested participants who meet the pre-qualification criteria may submit a bid online through wbtenders portal with all the necessary documents as mentioned in the Nle-T.

A pre-bid meeting will be held on 04/06/2022 at 4.00 PM at HIDCO Conference Room at HIDCO Bhaban, 35-1111, Biswa Bangla Sarani, New Town, Kolkata.

A) Introduction of New Town, Kolkata

New Town, Kolkata is one of India's latest and fastest-growing planned new cities. The Township is strategically situated on the North-Eastern fringes of Kolkata, the capital of West Bengal. On one side, it is adjacent to Salt Lake City, another planned city close to the capital city of Kolkata and on the other, it is in close proximity to the Netaji Subhash Chandra Bose International Airport in Greater Kolkata.

New Town, Kolkata is fast emerging as a Smart and Green Township, which caters to the housing needs of all classes of people in the society and provides job opportunities to thousands of young people as more and more IT giants are setting up their units here.

The Township has Eastern India's largest Ecological Park developed on 480 Acres of green area surrounding a vast water body. The Park is better known as Eco-Park.

The Township also takes pride in constructing an Iconic Welcome Gate to the people entering the City of Kolkata via Netaji Subhash Chandra Bose International Airport. The said Gate is known as Biswa Bangla Gate. Biswa Bangla Convention Centre, the largest Convention Centre in Eastern India with a sitting capacity of 3200 people, is another Iconic Structure that has added to the glory of this Township.

B) General terms and conditions:

1. The franchisee will be allowed to promote the Golf and other activities, which include Golf training, renting the ball, club and number iron etc., in Eco Park, New Town, Kolkata on a revenue sharing basis between WBHIDCO and Franchisee.
2. The tenure of the agreement will be initially for 3 years which may be extended from time to time on mutual consent upto 5 years, if the performance of the franchisee remains satisfactory.
3. The Franchisee will promote the Golf and Golf Training including renting of ball, club and number of iron etc. at Golf Ground in Eco Park, New Town, Kolkata.
4. All fees and charges eg. training charges, play fees, Golf Training charges, renting of the ball, club and number of iron etc. will be collected by WBHIDCO. WBHIDCO in turn shall only reimburse the percentage of the revenue earned from the shareable activities to the franchisee within 15th day for every successive month.
5. The franchisee shall promote the Golf and associated activities in the Golf Arena provided and maintained by WBHIDCO.
6. The activities of the Franchisee will mainly concentrate on the driving range, practice field for golf parting and putting arena. The main-9-hole golf course will be maintained by WBHIDCO.
7. The Franchisee at their own cost will engage trainers for training.
8. The Franchisee will engage at least two trainers round the clock for training.
9. The Franchisee at their own cost will engage an adequate number of ball boys to collect balls from the driving range area.
10. The Franchisee will be liable to pay damages for any cause except natural disaster.
11. The Franchisee will arrange for watching and vigilance of playing range, whose other than trainee will practice.
12. The membership fees will be collected by WBHIDCO. No share will be provided to the franchisee. However, if the franchisee brings a new member, 10% incentive will be provided to the franchisee.
13. The selected franchisee may arrange corporate tournaments/amateur tournaments/Kids' tournaments/events after approval from the Manager, Golf.

14. For promotion, the franchisee may develop mobile app and website and will create various social media pages/accounts on their own. In all cases, WBHIDCO will be co-branded.
15. Individuals can be members of the training academy by depositing applicable trainee fees.
16. Training will be provided in the golf course to individuals including kids against a certain amount of fees as mentioned in point D 2.
17. No sub-agency/sub-leasing/sub-renting will be allowed under any circumstances, whatsoever.
18. The Franchisee will be solely responsible for all payment and observance and compliance of relevant provisions of laws/rules/regulations etc. with respect to his employees and the business or promoting the training academy within the Golf Arena at Eco Park, New Town, Kolkata. WBHIDCO or its authorized representatives will have no liabilities whatsoever with respect to such statutory compliance and payments.
19. All movable equipment like golf balls, golf sets, ball pickers, storage buckets etc. will be provided by the franchisee.
20. WBHIDCO will only provide water and electricity points.
21. The bidder should have the experience to run a golf training academy (at least 9 holes).
22. The intending bidders will have to submit credentials in support of his/her claim.
23. The bidder shall have a valid trade license issued by the appropriate authority.
24. The bidders who have either been blacklisted from participation in any tender/quotation of HIDCO/NKDA/any office/organization earlier or have a record of defaulting in the payment to HIDCO/NKDA are not eligible to apply.
25. The franchisee will not create any sort of disturbance in the 9-hole golf course when members of the golf arena will play.
26. **The bid will be on 51 (fifty one) percentage of revenue to be shared with WBHIDCO.**
27. **The selection of the bidder, i.e. franchisee, will be on the submitted documents and technical evaluation thereof.**
28. Booking will be made at the office of the Curator, Eco Park. After deducting HIDCO's share, the balance amount of the booking money will be returned to the franchisee.
29. The revenue sharing will be completed within the 15th of next month for the previous month.
30. The successful bidder will have to start the operation within 15 (fifteen) days from the date of issuance of the Letter of Acceptance (LOA).

31. The successful bidder will have to procure all materials/items required for this purpose and will run the Golf Arena with their own employees. No material or manpower will be provided by WBHIDCO Ltd.
32. WBHIDCO Ltd. reserves the right to accept or reject any offer without assigning any reason whatsoever.
33. Conditional offer will not be accepted and shall be deemed as informal.
34. Before submitting an offer, the intending bidders should make themselves acquainted thoroughly with the prevailing local conditions by way of actual inspection of the site and no claim whatsoever will be entertained after finalization of the bid.
35. A register of the programmes held is to be maintained by the franchisee and is to be placed before the authority of WBHIDCO Ltd. as and when asked for.
36. The members of the Golf arena will practice in the driving range, putting and putting training area, the franchisee will not be allowed to pose any disturbance to members.
37. The bidder will have to bear the maintenance charge for internal cleaning.
38. GST at the applicable rate will have to be paid along with the monthly revenue share by the successful bidder.
39. Consumption or sale of alcohol and tobacco or *pan masala* or use of any other intoxicant in the said space is strictly prohibited.
40. The waste materials, if any, generated out of the running of this business will be handled by the franchisee as per rules and guidelines of the New Town Kolkata Development Authority (NKDA) for collection by their solid waste management staff from a particular point as decided by the NKDA. NKDA will clear and replace the waste bins from time to time in the normal way. But, if required, the franchisee may keep separate waste bins to store the garbage at their own arrangement and no littering will be allowed under any circumstances. The franchisee will be responsible for elimination of the littering and penalty will be imposed for any deviation. WBHIDCO Authority reserves the right to cancel the rental agreement in case of any deviation.
41. The agency will have no objection/claim for any event conducted by WBHIDCO or any other Govt. agencies of their own in the above space.
42. No digging within the Golf arena will be allowed under any circumstances to organize any event.
43. Green landscaping, pathway and all other facilities available should not be damaged in any form. A penalty will be imposed if such damage or deformation is noticed after the completion of any event.
44. The ambience of the training academy and golf arena should not be damaged/disturbed during the event. If any damage occurs, the same has to be made good by the franchisee.

45. The selected agency will be responsible to obtain all necessary statutory permission/licenses to organize the events.
46. WBHIDCO Ltd. authority reserves the right to cancel the tender due to any unavoidable circumstances and no claim in this respect will be entertained.
47. Bid shall remain valid for a period not less than 180 (one hundred eighty) days from the last date of submission of Financial Bid.
48. There shall be no provision of Arbitration.

C) Eligibility Criteria:

- i) Experience to run a golf training academy as well as operation and management of Golf Course (at least 9 holes) at least for one year during last 5 (five) years.
- ii) The intending agency should have a golfer with adequate experience in participating in the tournament in the national circuit - Details of the golfer is to be given with the tender document.
- iii) The intending agency should have sufficient numbers of trainers (at least four). A list of trainers with details is to be submitted with tender documents.

D) Time Schedule & Fees Structure:

1. Time Schedule

Start - 6 AM

Last Tee off - 4.30 PM

Range Timing - 6.00 AM to 8.30 PM

2. Fees Structure (As on June 2022)

Sl.	Description	Rs.
1	The annual membership fee for adults (New Entrants)	37,465/-
	Registration for new members	10,000/-
2	Renewal	37,465/-
	Within 1 month from the date of entry	

3	Basic Training	2,360/-
	Basic Training with six special classes, trainer along with 600 balls and equipment, practice for rest of the month	
4	Driving Range	118/- 590/-
	Per 50 balls (For Members)	
	Per 100 balls (For non-members)	
5	Advance Training	4,720/-
	Training with six special class, trainer along with 600 balls and equipment, practice for rest of the month	
6	Pay and Play Charges	590/-
	For two rounds (9 holes), 9.00 AM to 01.00 PM	

- * **Membership fee and Registration fee are not sharable. The entire amount has to be deposited into WBHIDCO's account. However, a 10% incentive for new membership will be shared with the Franchisee, if the franchisee brings a new member.**
- * **Fifty one (51) Percentage (%) to be shared to WBHIDCO by the bidder on other fees/revenue like Play Fee, Training Fee, the amount collected from advertisement etc.**
- * **If the franchisee brings a sponsor, as per the prevailing rate of WBHIDCO, the franchisee will get 20% share.**
- * **Space for training academy and pro-shop will be charged @Rs.54/- per sq.ft/month plus applicable GST.**
- * **For any change in the timing or fee structure during the contract period, the franchisee will give a proposal to WBHIDCO and WBHIDCO authority will take a decision in this regard. WBHIDCO's decision in this regard is final & binding.**

E) Submission of Bid & Bid Evaluation Mechanism:

1. Bid Submission - Bids are invited in fixed rate bid system.

1.1 Technical Bid – Technical Bid consists of the credential document(s), details of one golfer associated with the bidder & list of trainers as mentioned in Eligibility criteria, PAN No, EMD payment confirmation document and other documents mentioned elsewhere in this bid document.

- 1) Technical Proposals will be evaluated first with qualifying marks of 60 out of total 100 marks for the Technical Proposal.
- 2) The Technical Proposals shall be evaluated based on eligibility criteria as mentioned in the EOI.
- 3) There will be a Technical presentation session, where the intending bidders will have to give a presentation followed by a Q & A session.
- 4) For evaluation of the Technical proposal, marks will be given on the parameters mentioned in the Table -1 of this EOI.

Table -1

SL. NO.	PARAMETER	TOTAL/MAXIMUM MARKS
1.	Experience in operation and management of Golf Course in last 5 years. For 5 years - 5 marks, for above 5 years - 10 marks	10
2.	Experience in operation and management of Golf Course at least 9 holes. For 9 holes - 5 marks, for above 9 holes - 10 marks	10
3.	Golfer with adequate experience in participating in the tournament in national circuit.	10
4.	Trainers. Four no. trainer - 5 marks, above four no. - 10 marks	10
5.	Technical presentation.	60
TOTAL		100

2. Bid Evaluation – Based on the Technical Bid and Technical Presentation, the bidder will be selected.

F) EMD:

Earnest Money Deposit amounting to Rs. 25,000.00 (Rupees Twenty five thousand only) is to be deposited in form of NEFT/RTGS. EMD in the form of IMPS/DD/PO shall not be accepted. Without submission of the EMD, the application will be considered summarily cancelled. EMD of unsuccessful Bidders will be returned in due course.

BANK DETAILS towards EMD for payments through Indian Rupees only:-

1)	Account Name	West Bengal Housing Infrastructure Development Corporation Ltd.
2)	Bank & branch name	Union Bank of India, Salt Lake City Branch
3)	IFS Code	UBIN0810231
4)	Account number	102311011000134

Bidders should take utmost care to ensure that the EMD and intimation are made correctly. EMD deposited elsewhere will not be considered for participation in this e-tender. No interest will be payable on the EMD. The EMD of the Successful Bidder shall be automatically retained and will be converted to Security Deposit for the selected bidder.

In case the submitted documents are found false, their offer would stand cancelled and the Earnest Money Deposit will automatically stand forfeited. In addition to such forfeiture as stated above the defaulting Bidder may not be allowed to take part in any of the bids which may be held by WBHIDCO in the future.

Confirmation on electronics transfer of EMD through NEFT/RTGS will have to be submitted as a soft copy (Scanned copies of the Originals) along with the tender. The successful bidder will submit the hard copy of documents to the tender inviting authority with his acceptance letter of the LOI within the specified time as mentioned in the letter of acceptance. Failure to submit the hard copy with the acceptance letter within the time period prescribed for the purpose may be construed as an attempt to disturb the tendering process and will be dealt with according to legal provisions including barring the bidder from participating in any tender of WBHIDCO Ltd. for one year. Successful tenderers/bidders, who will not submit all relevant copies of the documents physically as stipulated in this NIT, will be barred from participating in any further tender of WBHIDCO for one year from the date of this NIT.

- 1) Refund of EMD: The Earnest Money of all the unsuccessful bidders deposited online through <https://wbtenders.gov.in/nicgep/app> will be refunded according to the order of Finance Department of Government of West Bengal vide no.-3975-F(Y) of 28th July 2016. EMD of the unsuccessful bidders, deposited offline would be returned by WBHIDCO Ltd. after completion of the bidding process.
- 2) The EOI response submitted by the Bidder should be in the English language only. All the documents relating to the EOI (including brochures) supplied by the Bidder should also be in English, and the correspondence between the Bidder & WB HIDCO will be in the English language only.
- 3) No claim for interest or compensation will be entertained with respect to any money or balance of payment that may be due or alleged to be due to the agency owing to any dispute between the contractor and WBHIDCO or with respect to any delay in making payment of a progressive or final bill of the work, to the contractor.
- 4) The intending Bidders shall clearly understand that whatever may be the outcome of the present invitation of Bids, no cost of bidding shall be reimbursable by WBHIDCO. WBHIDCO Authority reserves the right to accept or reject any offer without assigning any reason whatsoever and is not liable for any reimbursement of any cost that might have been incurred by any Tenderer at any stage of Bidding.

- 5) Prospective applicants are advised to carefully note the minimum qualification criteria before tendering the bids.
- 6) If any discrepancy arises between two similar clauses on different notifications, the clause superseding others will be solely as per the discretion of the Tender inviting authority.

G) FRANCHISEE'S RESPONSIBILITY (DELIVERABLE):

For training and practice purposes, franchisees should keep the following in stock always:

- i) Availability of Minimum 3000 good quality white golf balls for training course play;
- ii) At least 12 sets of clubs for training purposes.
- iii) Out of a minimum of four golf trainers, atleast two golf trainers should be available every day during playtime.
- iv) Sufficient numbers of ball pickers to collect balls from driving range.

H) SCHEDULE OF DATES:

Sl. No.	Schedule	Date & Time
1.	Publication of EOI	31/05/2022
2.	Pre-bid meeting	04/06/2022 at 4 PM
3.	Start date for downloading the EOI document	01/06/2022 from 6 PM
4.	Last date for downloading the EOI document	14/06/2022 from 5 PM
5.	Start date of Submission of Technical document	02/06/2022 from 2 PM
6.	Last Date of Submission of Technical document	15/06/2022 up to 6 PM
7.	Opening of Technical Proposal	17/06/2022 at 6 PM
8.	Date of Technical Presentation	To be notified
9.	Date of Publication of the list of qualified Bidders	To be notified
10.	Date of Publication of the final selection	To be notified


General Manager (Admn)
WBHIDCO Ltd.

Memo No: 1315/1(6)/HIDCO/Admn-3885/2021

Dated: 31/05/2022

Copy forwarded for information to: -

- 1) Joint Managing Director, WBHIDCO
- 2) Curator, Eco Park, WBHIDCO
- 3) Chief Engineer, WBHIDCO
- 4) Chief Finance Officer, WBHIDCO
- 5) OSD to the Hon'ble Chairman, WBHIDCO
- 6) Sr. PS to the Managing Director, WBHIDCO


General Manager (Admn)
WBHIDCO Ltd.