# TAMIL NADU STARTUP AND INNOVATION MISSION (TANSIM)

*(A Section 8, Company under the MSME Department, Government of Tamil Nadu)*

Tamil Nadu Startup and Innovation Mission, under the brand StartupTN, is a Section 8 company established under the Companies Act, 2013, by the Government of Tamil Nadu. It serves as the policy and strategic plans implementation agency under the MSME Department. StartupTN's vision is to make Tamil Nadu a Global Innovation Hub and the most preferred destination for Startups.

## Call for applications for various posts in StartupTN

## Recruitment Guidelines

## Designation with Roles & Responsibilities

| Sl. No. | Position | Prior Experience | Salary Range* | No. of Positions |
|---------|----------|------------------|---------------|------------------|
| 1 | Associate Vice President | 10+ years | Rs. 1,50,000 to Rs. 1,75,000 | 2 |
| 2 | Project Lead | 6+ years | Rs. 75,000 to Rs. 1,25,000 | 2 |
| 3 | Project Associate | 2+ years | Rs.25,000 to Rs. 50,000 | 8 |
| Startup Ecosystem knowledge for Associates & exposure for Leads and Vice President is a must | | | | |

* All figures mentioned are Salary per Month. The fixation within the specified range may vary based on the experience and exposure to the Startup Ecosystem.

**The vacant positions are as follows**:

| Designation | No. of positions |
|-------------|------------------|
| Associate Vice President - Sectoral Impact | 1 |
| Associate Vice President - Operations | 1 |
| Project Lead - Incubation | 1 |

| | |
|---|---|
| Project Lead - Communication | 1 |
| Project Associate - Market Access Initiatives | 1 |
| Project Associate - Regional Startup Hub | 1 |
| Project Associate - Community Initiatives | 1 |
| Project Associate - Fablabs - Tech Assistant | 3 |
| Project Associate - Investment Initiatives | 1 |
| Project Associate - Project Management Office | 1 |

## Terms of Employment

Recruitment is on a contract basis and consolidated monthly pay for a term of three years. The contract will be renewed year-on-year based on performance of the individual.

## 1. Job Descriptions

### Roles and Responsibilities of Associate Vice President (AVP)

**Common Roles and Responsibilities**

- Work closely with the Mission Director/Chief Executive Officer of StartupTN, senior leadership within the organisation and officials/colleagues in various Government departments to develop strategies and deliver according to the dynamically changing Work Plan.
- Lead and manage multi-disciplinary teams and work on cross-functional engagements within StartupTN and across line departments in the Government in implementing programs and initiatives to achieve the core as well as allied project objectives.
- Establish and maintain relationships with key stakeholders in the State, nationally and globally, which can be leveraged by StartupTN, startups and other relevant departments for supporting StartupTN's activities.
- Successfully implement all the relevant schemes and programs announced by the Government towards the development and strengthening of the Startup Ecosystem in the State.
- Design, implement, foresee, analyse and continuously improve schemes and programs. Analyse policy support and build systems for continuous process improvement to support the changing climate and ensure smooth workflow from

time-to-time.

- Staying abreast of developments in the Startup landscape, opportunities for expansion, partners, markets, new industry developments and standards. Alertness on any opportunities that the organisation can leverage and pursue for its advantage.

- Benchmark key national as well as global policy initiatives and work towards drawing the best practices with the objective of strengthening the policies and plans of StartupTN.

- Lead, guide, direct and evaluate the work of respective units/departments of the organisation in order to make seamless integration of multiple projects that may be running simultaneously.

- Directly and indirectly manage staff with the goal of enhancing professional development and personal growth. Form and lead internal teams, provide training and mentorship as needed.

- Exhibit and encourage an intensive intrapreneurial culture with passion and commitment towards making Tamil Nadu a global hub for entrepreneurial excellence.

**Specific Roles and Responsibilities of Associate Vice President**

**Associate Vice President - Sectoral Impact**

- Having deep knowledge with regards to various sectors impacting Startups and economic growth.

- Building strategy to help holistic decision making based on sectoral impacts and reports.

- Seamless coordination with various departments and organisations in arriving at various sectoral reforms and activities to support building the Startup culture.

- Prepare sectoral and thematic reports for supporting data driven decisions. Arrive at meaningful insights of the data generated and monitor progress of key stakeholders.

- Identify key issues faced by Startups from different sectors and build sector specific support frameworks along with the concerned departments for speedy redressal of the issues.

- Be vigil and update the sector-based reports based upon global sectoral impacts.

- Work on research and help in knowledge creation, thereby letting StartupTN make impactful policies and programmes.

- Help focus more on outcomes and impacts and create a sustainable environment within sectors.

- Create linkage amongst sectors by building inter and intra sectoral reports and thereby bringing together the stakeholders with the ecosystem.

**Associate Vice President – Operations**

- Develop, assess and implement financial objectives and operational policy. Act as key advisor on resource enhancement and operational policy, providing guidance, education and training.

- Oversee and assist the management with the annual and capital budgeting, cash flow, financial statements and allocation.

- Utilise metrics to assess and drive financial performance and ensure that the objectives are met.

- Work closely with both internal and external auditors and ensure that StartupTN adheres to all applicable regulations.

- Ensure that StartupTN maintains sound financial management practices as well as overseeing fiscal operations, accounts payable/receivable, budget, payroll, purchasing and other areas.

- Provide oversight on all operational activities including transaction accuracy and execution of operational leadership tasks.

- Establish, implement and communicate the strategic direction of the organisation's operations division.

- Collaborate with executive leadership to develop and meet company goals while supplying expertise and guidance on operations projects and systems.

- Collaborate with other verticals and departments to carry out the organisation's goals and objectives.

- Identify, recommend and implement new processes, technologies and systems to improve and streamline organisational processes and use of resources and materials.

- Ensure that StartupTN's decisions and project plans such as those for staffing, development, organisation, material efficiency, hardware acquisitions and facilities are in line with StartupTN's business plan and vision.

- Establish, communicate and implement operations-related policies, practices, standards and security measures to ensure effective and consistent support and execution.
- Review and approve cost-control reports, cost estimates and staffing requirements for projects.
- Establish and administer StartupTN's budget.
- Maintain knowledge of emerging technologies and trends in operations management.
- Identify training needs and ensure proper training is developed and provided.

## Roles and Responsibilities of Project Lead (PL)

### Project Lead – Incubation

- Coordinate with the incubators across the State and act as a nodal agency for incubators in the system.
- Establish Institutional incubators and Industrial incubators in the Startup ecosystem.
- Establish Fablabs and Makerspace establishment for the benefit of Startups.
- Coordinating the capacity building programmes for Incubation Managers and CEOs.
- Organise StartupTN placement drives to help Startups to source human resources and help potential candidates to figure out prospective jobs.
- Build and manage the incubator maturity model and attend to the requirements of the ecosystem.
- Strategy implementation for sustaining TN Incubators (i.e. Fund management)
- Prepare the Annual Incubation Ecosystem Report.
- Actively participate in various programmes by partnering with Incubators for enabling and enhancing the Startup ecosystem.
- Coordinate the delivery of training classes and mentoring sessions for Startups.

### Project Lead - Communication

- Collaborate with the management to develop and implement an effective communication strategy based on our target audience.
- Write, edit and distribute content, including publications, press releases, website and social media content, annual reports, speeches and other marketing material that communicates StartupTN's activities.

- Respond to media inquiries, arrange interviews and actively act as a point of contact to publicise and propagate the various activities and initiatives of StartupTN.
- Establish and maintain effective relationships with journalists and maintain a media database across the State.
- Establish and maintain contacts with mainstream media and new age media platforms (including electronic and online) for effective dissemination of information.
- Seek opportunities to enhance the reputation of the StartupTN brand and coordinate publicity events as required.
- Maintain records of media coverages and collate analytics and metrics.
- Proficiency in design, presentation and publishing software.
- Proficient in Microsoft Office tools, content management systems and social media platforms.
- Develop escalation protocols for managing communication crises, by escalating them to the management, should they arise.
- Coordinate with the vendors and agencies to ensure timely delivery of publicity materials for the different departments and functions in StartupTN.
- Manage effective communication within the departments and functions of StartupTN.
- Maintain unified brand voice across different social media channels.

## Roles and Responsibilities of Project Associates (PA)

**Common Roles and Responsibilities**

- Supporting the team leadership in all aspects.
- Coordinating programs and assignments by ensuring effective implementation of the Startup and Innovation programs across the State.
- Overseeing and monitoring beneficiaries by deploying best practices for post-program engagement and support.
- Processing applications/ proposals/ claims of beneficiaries with due diligence.
- Preliminary scrutiny of applications/ proposals/ claims for the various initiatives of StartupTN.
- Facilitating projects, meeting timelines, measuring the impact, collecting feedback and reporting the metrics are an integral part of the job.
- Handle any other work related to StartupTN assigned from time to time by the

management.

- Maintain strong relationships with the internal and external stakeholders.

**Specific Roles and Responsibilities of Project Associates**

### Project Associate – Market Access Initiatives

- Maintain and create a database of all the relevant stakeholders for enabling market access for startups.
- Coordinate with the Vice President/ Associate Vice President and Project Leader for implementation of programs and activities related to Market Access Initiatives.
- Be aware and updated on the opportunities related to events and programmes that are beneficial to startups.
- Explore networking opportunities in the State and nationally for the benefit of startups.

### Project Associate – Regional Startup Hub

- Be the last mile connecting person in the respective hubs for ground level implementation.
- Be the face of StartupTN and point of contact for all activities related to StartupTN at the hub.
- Ensure penetration of all the schemes and programmes.
- Maintain and update databases of all the relevant stakeholders at the hub.

### Project Associate: Community Initiatives

- Coordinate execution of community related events.
- Assist the Associate Vice President in running initiatives like TN BrandLabs and Sectoral Forums for bringing in expert knowhow from relevant industries to support the startups of a particular sector on need basis.
- Coordinate hosting startup talks/ meet-ups and participate in such events to improve the participation of StartupTN and startups in Tamil Nadu.

### Project Associate: FabLabs (Tech Assistant)

- Responsible for assisting the innovation labs.

- Have knowledge and exposure to tools and techniques for prototyping innovative solutions using creative technologies covering IoT sensors, edge computing & networks, additive manufacturing, industrial automation, robotics, artificial intelligence, AR/VR etc.
- Preference will be given for experience working with leading industry 4.0 or digital transformation projects in small to mid-sized manufacturing companies; working with industry sponsored innovation/research CoEs in academia; developing curriculum / courses and delivering industrial skills training programs in emerging digital technologies; implementing systems integration for deployment of industry 4.0 solutions in factories.

**Project Associate – Investment Initiatives**

- Support on-boarding of investors on to the StartupTN platform.
- Curate and manage databases on relevant investors and funds that can be enabled for startups.
- Be the on-ground point of contact for all the funding related queries from startups and investors/ funding community and escalating critical issues to the senior management.

**Project Associate: Project Management Unit**

- Support the Vice President/ Associate Vice President in collection and streamlining of data for all verticals of TANSIM.
- Support the project team and other teams of TANSIM with required relevant data.
- Support collection and filing information for the Startup India ranking.

**2. Qualification & Experience:**

- Graduation or Post Graduation.
- The candidate should demonstrate the attitude of perennial curiosity in unlearning and relearning with exceptional managerial skills.
- Preference will be given for candidates with working experience in the Startup Ecosystem like:
  - ❖ Startup & Innovation agencies of National/ State Governments/ Entrepreneurship Promotion bodies.

- ❖ Ex-Startup Founders.

- ❖ Managerial role in Corporates/ Startups.

- ❖ Non-government startup community/ startup support organisations.

- ❖ Manager/ leader in consulting firms with individual track records in handling startup subjects.

- ❖ Startup and new economy related market research firms.

- ❖ Leading advanced research projects with immense commercialization capability or creating high impact potential.

- ❖ Active volunteer in startup communities.

**Other Desired Qualities**:

- Skills and experience in leading projects/ teams at various entrepreneurship initiatives.

- Collaborative mindset and a knack to constantly learn.

- Experience in using modern tech tools in addition to basic office suites. A tech savvy/ enthusiast with good know-how of tools that helps optimize work. Ability to work as part of a team and liaise with several stakeholders in a friendly and professional demeanor.

- The candidate is expected to have a good understanding of Tamil Nadu, Indian and global Startup landscapes. They are expected to have exceptional interpersonal skills and entrepreneur friendly attitude along with a deep understanding of key subjects that spread across the startup lifecycle.

- Candidates are expected to have good proficiency in Tamil and English.

**3. Remuneration**

Remuneration will be on a monthly consolidated pay basis. It will be based on the candidate's relevant experience, educational qualification, skills and current or last drawn salary. It will be fixed by the Mission Director of StartupTN in consultation with the Selection Committee.

The remuneration does not cover Travel Allowance for official travel. Travel Allowance shall be borne by StartupTN at par with the prevailing policies.

## 4. Application

Aspiring Candidates are requested to download the application form (attached as Annexure) and  upload the filled in application form at https://bit.ly/stncareers along with an updated copy of their resume with necessary details within 15 days from the date of the recruitment notification. There is no registration/ application fee.

## 5. Recruitment process

The recruitment process will begin with resume screening and shortlisting, followed by technical round and HR interviews by the selection committee. Interviews will be in person  at  Chennai and will be conducted in English/ Tamil.

## 6. General Information

a. Only Indian nationals are eligible to apply.

b. The posts are on a fixed term contract for 3 years, renewable by StartupTN every year  based on the satisfactory performance of the candidates.

c. While appearing for the interview the candidate should produce all the required valid original certificates/ documents prescribed for verification purpose. In the absence of original certificates/ documents, the candidature of the candidate shall be cancelled. StartupTN takes no responsibility to receive/collect any certificate/document sent separately.

d. Certificate of Physical Fitness: Candidates selected for appointment to the posts will be required to produce a certificate of physical fitness from the Medical Officer of Rank as stipulated by StartupTN.

e. Details of correct and true information regarding arrest, convictions/ debarment/ disqualification by any recruiting agency, criminal or any disciplinary proceedings initiated or finalised, participation in agitation or affiliation to any Political Organisation, candidature in election for Parliament/ State Legislature/ Local Bodies, etc., if any, should also be furnished to StartupTN at the time of application.  Original judgment of acquittals, orders or government orders of dropping further  action in departmental proceedings or any document that may prove the suitability of such candidates for a Government appointment in such cases must be produced  at the time of certificate verification/interview.

f. Applications containing wrong claims relating to basic qualification/ eligibility

age/ category of reservation/ educational qualification will be liable for rejection.

g. StartupTN management reserves the right to decide the candidature, date of issuing the offer for appointment to the selected candidates and shuffling their roles in future based on organisational requirement.

## 7. LIST OF ORIGINAL DOCUMENTS TO BE PRODUCED AT THE TIME OF INTERVIEW (AS APPLICABLE)

a. Printout of the application form and resume.

b. Proof of date of birth (Birth Certificate issued by the competent local body authorities or the SSLC/ X Standard mark sheet that states the Date of Birth)

c. Photo identity proof (with the photograph of the candidate clearly visible) issued by the competent authority, viz., Aadhar Card/ Passport/ Electors Photo ID Card/ PAN Card or Driving license. No other ID cards will be accepted.

d. Mark-sheets & Certificate of 10th Standard, Higher Secondary, Graduation, other qualifying degree examination, etc.

e. Candidates serving in Government/ Quasi Government offices/ Public Sector Undertakings (including Nationalized Banks and Financial Institutions) are required to produce a 'No Objection Certificate' from their employer at the time of attending the interview.

f. Experience certificate.

g. Any other relevant document in support of eligibility or evidence of past work (write ups/ proposals, etc.)

Note: Non submission of requisite certificate/ documents by the candidate at the time of interview will result in debarring his/ her candidature from further participation in the recruitment process. Issuance of offer of appointment lies solely at the discretion of StartupTN and its decision will be final and binding.

## 8. IDENTITY VERIFICATION

a. The candidate's identity will be verified with respect to his/ her details on the application form, in the attendance list and requisite documents submitted.

b. Candidates must note that the name as appearing on the application form should match the name as appearing on the photo identity proof. Candidates who have

changed first/ middle/ last name post marriage must take special note of this. In case of candidates who have changed their name, they will be allowed only if they produce original Gazette notification/ their original marriage certificate/ affidavit in original.

c. If there is any mismatch between the names indicated in the application form and Photo Identity Proof or if the identity of the candidate is in doubt, they may not be allowed to appear for the interview.

## 9. OTHER INSTRUCTIONS

a. Before applying for the post, the candidate should ensure that he/she fulfills the eligibility and other norms mentioned in this notification. Candidates are, therefore, advised to carefully read this notification and follow all the instructions given.

b. A candidate's admission to the examination/ interview and subsequent processes is strictly provisional. The mere fact that the call letter(s)/provisional allotment has been issued to the candidate does not imply that his/ her candidature has been finally cleared by StartupTN.

c. StartupTN would be free to reject any application, at any stage of the process, cancel the candidature of the candidate in case it is detected at any stage that a candidate does not fulfill the eligibility norms or that he/ she has furnished any incorrect/ false information(s) certificate(s)/ document(s) or has suppressed any material fact(s).

d. If the candidate is rejected for any reason according to the terms and conditions of this notification, no further representation in this regard will be entertained. If any of these shortcoming(s) is/are detected after appointment in StartupTN, his/ her services are liable to be summarily terminated. Decision of StartupTN in all matters regarding eligibility of the candidate, stages at which such scrutiny of eligibility is to be undertaken, qualifications and other eligibility norms, the documents to be produced for the purpose of conduct of examination, interview, verification etc. and in any other matter relating to Recruitment Process will be final and binding on the candidate. No correspondence and personal enquiries shall be entertained by StartupTN on this behalf.

e. Not more than one application should be submitted by the candidate. In case of multiple applications only the latest valid (submitted) application will be retained.

f. Any dispute arising out of the notification including the recruitment process shall be subject to the sole jurisdiction of the Courts situated in Chennai.

g. Any canvassing or creating influence for undue advantage shall lead to disqualification from the Recruitment Process.

h. Any request for change of address or details mentioned in the submitted application will not be entertained subsequently.

i. Candidates should ensure that the signatures appended by him/ her in all the places viz. call letter, attendance sheet, etc. and in all correspondence with the StartupTN in future are identical and there should be no variation of any kind.

j. A recent recognizable photograph MUST be uploaded by the candidate in the online application and the candidate should ensure that copies of the same are retained for use at various stages of the recruitment process. Failure to produce the same photograph at various stages of the process or doubt about identity at any stage could lead to disqualification.

k. Candidates will have to appear for the examination/ interview at their own expense.

l. Appointment of selected candidates is subject to his/ her being declared medically fit and as per other requirements of StartupTN as mentioned in this notification and subject to service and conduct rules of StartupTN, as decided by the Board of Directors.

m. StartupTN reserves the right to reschedule/ change (cancel/ modify/ add) any of the criteria, conduct of the examination/ interview/ method of selection and provisional allotment, etc.

n. Intimations will be sent to the applicants by SMS or email only to the primary mobile number or email respectively mentioned in the application form submitted by the candidates. Hence, the applicant shall enter a valid and functional mobile number and email ID.

o. StartupTN shall not be responsible if the information/ intimation has not reached candidates in case of change in the mobile number, technical fault or otherwise, beyond the control of the StartupTN and the candidates are advised to keep a close watch on our authorized website for latest updates till the recruitment process gets completed.

p. Appropriate action will be taken by StartupTN as per norms against candidates

found guilty of misconduct or use of unfair means for selection.

q. StartupTN reserves the right to alter the pay range / qualifications for posts.

## 10. ANNOUNCEMENTS

All further announcements/details pertaining to this process will only be published in the  authorised website www.startuptn.in from time to time. For any queries, please reach out  to careers@startuptn.in .

The above mentioned posts, corresponding job descriptions and number of vacancies are subject to change from time-to-time depending on the evolving needs of the organization. Candidates are advised to keep visiting the website for current vacancies and positions.

Date: 14.03.2023                                                       **Joint Director,**
Place: Chennai – 600032.                                              **TANSIM**

**Annexure**

**Application Form**

| Tamil Nadu Startup and Innovation Mission (TANSIM) | |
|---|---|
| **APPLICATION FOR THE POST OF:** _____ | |

| S.No. | Details | |
|---|---|---|
| 1. | Name | |
| 2. | Gender | |
| 3. | Date of birth | |
| 4. | Age as on 28.02.2023 | |
| 5. | Father's Name | |
| 6. | Mother's Name | |
| 7. | Primary Mobile number | |
| 8. | Alternate Mobile number | |
| 9. | Primary E-mail | |
| 10. | Alternate E-mail | |
| 11. | Address for communication | |

| 12. | Permanent address | |
|---|---|---|
| 13. | Educational Qualification (From the highest degree) | |
| 14. | Experience Details (From latest) | |

| 15 | Total number of years of experience as on 28.02.2023 | |
|----|----|----|
| 16 | Last drawn monthly CTC (Salary) | |
| 17 | Have you ever been debarred/disqualified by any recruitment agency? | |
| 18 | Have you ever taken membership or participated in events organised by political organisations? | |
| 19 | Have you ever been arrested /convicted for any crime? | |
| 20 | Have you ever been a candidate in an election for Parliament/State Legislature/Local Bodies etc? | |

Date

Place                                                Signature