StartupTN

TAMIL NADU STARTUP AND INNOVATION MISSION
(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 posts in StartupTN

Recruitment Guidelines

Designation with Roles & Responsibilities

Sl. No.	Position	Prior Experience	Salary Range*	No. of Positions
1	Associate Vice President	8+ years	Rs. 1,50,000 to Rs. 1,75,000	4
2	Project Lead	5+ years	Rs. 75,000 to Rs. 1,25,000	5
3	Project Associate	2+ years	Rs.25,000 to Rs. 50,000	6
Startup Ecosystem knowledge 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 - MarCom	1
Associate Vice President - Internal Communication and Government Interface	1

Associate Vice President - Finance	1
Associate Vice President - Special Initiatives	1
Project Lead - Regional Startup Hub	3
Project Lead - IT Management	1
Project Lead - MarCom	1
Project Associate – Regional Startup Hub	2
Project Associate – Women Initiatives	1
Project Associate – Events	1
Project Associate - Content	1
Project Associate - Project Coordination	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.

Associate Vice President – MarCom

- Designing, planning and executing effective marketing/communication campaigns in line with StartupTN's objectives and evaluating the effectiveness through various metrics

- Creating content strategies based on StartupTN's objectives, category focus and audience segments across various channels (Online /Offline/Social)

- Being abreast of the market trends / best practices across various states and countries.

- Building a high performing marketing team and ensuring effective coordination with the other teams.

- Collaborate with the management to develop and implement an effective communication strategy based on our target audience.
- Strategize content, including publications, press releases, website and social media content, annual reports, speeches and other marketing material that communicates StartupTN's activities.
- Collaborate media databases across the State.
- Enhance the reputation of the StartupTN brand and coordinate publicity events as required.
- Develop escalation protocols for managing communication crises, by escalating them to the management, should they arise.
- Maintain unified brand voice across different social media channels.
- Coordinating with an empanelled vendors effectively to extract desired outcomes.

Associate Vice President - Internal Communication and Government Interface

- Coordinate with Internal terms and Government to compile data,responses and documents related to StartupTN
- Implement effective internal communication strategies to ensure informed and engaged employees.
- Collaborate with department heads to disseminate key organizational messages to relevant teams.
- Manage effective communication within the departments and functions of StartupTN.
- Cultivate positive relationships with key stakeholders, including community leaders and advocacy groups.
- Organize and participate in stakeholder engagement activities to fortify a strong and supportive network.
- Represent the organization in relevant government forums, advocating for policies that align with our interests.
- Schedule and organize board meetings, collaborating with board members and executives.
- Act as the primary point of contact, providing meeting details, agendas, and pre-meeting materials.
- Communicate with stakeholders to gather necessary information for board meetings.

- Ensure organizational adherence to legal or governance standards while handling sensitive information with utmost confidentiality.
- Represent the organization in government forums and ensure compliance with relevant laws and regulations.

Associate Vice President – Finance

- Develop and implement financial strategies, policies, and procedures to ensure the financial health of the organization.
- Oversee budgeting, forecasting, and financial reporting activities.
- Lead the accounting team in managing day-to-day financial operations, including accounts payable, accounts receivable, and general ledger functions.
- Ensure compliance with accounting standards and regulations.
- Conduct regular financial analysis to provide insights and recommendations for business improvement.
- Collaborate with department heads to optimize resource allocation and budgetary control.
- Manage and enhance administrative processes and systems to ensure operational efficiency.
- Oversee vendor management relationships, and office operations.
- Ensure compliance with relevant financial regulations, policies, and reporting requirements.
- Identify and mitigate financial and operational risks.
- Provide leadership and mentorship to the finance, accounts, and administration teams.
- Collaborate closely with StartupTN teams to establish and oversee budgets for various projects and initiatives.
- Monitor actual performance against budgets and provide regular reports to the Mission Director and CEO.
- Facilitate and support internal and external audits, ensuring compliance with statutory and organizational policies.
- Stay abreast of industry best practices and emerging trends in financial management
- Assist in the development of annual budgets and forecasts.
- Track and oversee cash flow to guarantee the accessibility of funds for continuous operations.

- Keep accurate records for all daily transactions, monthly, quarterly and annual financial reports

- Ensure payrolls are processed accurately, paid timely, and are in full compliance with all applicable wage and labour law requirements.

Associate Vice President – Special Initiatives

- Special initiatives are projects focusing on innovation and entrepreneurship and other adhoc projects.

- Collaborate with executive leadership to define and refine the strategic direction of the organization.

- Develop, communicate, and execute strategic initiatives in alignment with organizational goals.

- Lead the end-to-end execution of special initiatives, ensuring adherence to timelines, budgets, and quality standards.

- Foster a culture of innovation and continuous improvement, driving efficiency and effectiveness.

- Conduct comprehensive risk assessments for each initiative, developing mitigation strategies.

- Proactively address and resolve challenges to minimize impact on outcomes of the initiatives.

- Build and maintain strong relationships with internal and external stakeholders.

- Communicate updates, achievements, and challenges of the initiatives to executive leadership and relevant teams.

- Develop and manage budgets for special initiatives, ensuring optimal allocation of financial resources.

- Identify opportunities for cost savings and efficiency improvements.

Qualification & Experience for Associate Vice Presidents:

- Graduate or Post Graduate from a top tier institution.

- Preference will be given to candidates who have prior experience in the relevant field.

- Should have Strong financial modeling, forecasting, analytical skills and required an experience with budgeting, variance analysis, cash flow forecasting, and business planning for AVP-Finance.

- Advanced proficiency in MS Excel and experience with financial software is mandatory for AVP-Finance.
- 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.

Roles and Responsibilities of Project Lead (PL)

Project Lead – Regional Startup Hub

- Provide assistance for setting up regional hub at the decided regions and ensure readiness for implementing the programs
- Coordination with the various departments for the effective implementation of various programmes at hub level
- To report issues/hurdles to the success of the project & manage strategy team implementation/sustenance
- Track all the programs initiated and assess the status of the events / workshops/idea contests /innovation challenges /Regional events /mentor connecting events/discussion forum /hackathons etc.
- Ensure relevant project implementation process through colleges and educational institutions in the region.
- Manage the regional output/outcome with proper testimonials and impact measurement.

- Assist AVP regional initiatives and undertake all the tasks assigned from time to time.

PL – IT Management

- Manage the implementation and maintenance of StartupTN's existing websites and upcoming various StartupTN portals and integration with various SaaS tools across verticals/Horizontals
- Manage the integration of CRM, HRMS, and Project Management tools for seamless organizational processes.
- Implement and optimize cloud storage solutions and AI tools to enhance data management and processing.
- Evaluate and recommend productivity tools to improve team efficiency.
- Have Knowledge with UI/UX designs and front-end development to ensure a cohesive and user-friendly experience across applications.
- Conduct training sessions for staff on new tools and technologies.
- Stay updated on emerging technologies and trends in IT for continuous improvement.
- Assist AVP incharge of Technology and undertake all the tasks assigned from time to time.

Project Lead - MarCom

- Standardizing communication materials including the logos for various initiatives, visiting cards, letterheads, newsletter, brochures, social media posters, website format, templates, any other forms of campaign and publicity materials and creation of digital assets.
- Ensuring all the social media posters and other campaign materials for StartupTN in all the mediums are errors or mistakes free by adhering to the guidelines and policy of the organisation
- Contribution in drafting a social media calendar for the organisation and Coordinate with the in-house team to gather content and design for it
- Prepare and maintain a report of all the social media activities, engagements and events, also he must contribute regularly to the allied marketing tasks of the organisation in the social media content part
- Maintain StartupTN's main and other sub-portals, closely working with vendors.

Updating day to day information / events in the StartupTN Portal and Whatsapp Channel.

- Experience in Photo and video editing tools such as Adobe InDesign - Report creation , Adobe Illustrator - Poster Design, Adobe premiere - Video editing, Adobe Effect - Video Editing and other new age AI Tools.

Qualification & Experience for Project Leads:

- Graduate or Post Graduate from a top tier institution.
- Preference will be given to candidates who have prior experience in the relevant field.
- 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.

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 – 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 - Women Initiatives

- Provide knowledge with regard to various activities pertaining to Women impacting Startups and economic growth.
- Seamless coordination with various departments and organisations in arriving at various Women based reforms.
- Identify opportunities within sectors to bring cross sectoral supply amongst women stakeholders.
- Coordinate and organise various women specific events and activities to boost the Startup ecosystem.
- Assist AVP/PL in running Women initiatives / forums.

Project Associate - Content
- Coordinate and collaborate with different hubs and sectoral heads of StartupTN to collect and organise information for reports and content creation.
- Stay updated with the latest trends and developments in the local, regional and global Startup Ecosystems to contribute effectively.

- Writing custom content specifically suited for Social media posts across various platforms with tight deadlines.
- Support in crafting well-structured, engaging written materials for various purposes.
- Assist in the curation of content relevant to the organisation's objectives.

Project Associate – Events

- Develop comprehensive event strategies aligned with the goals and objectives of startups.
- Coordinating with event managers and staff members to ensure that all aspects of the event are running smoothly
- Communicating with vendors to ensure that they are aware of any issues or changes that may affect their tasks
- Providing technical support to event organizers regarding the planning, implementation, and evaluation of events
- Preparing detailed schedules for all event activities
- Developing and implementing a communication plan for the event that includes marketing materials, press outreach, and other publicity efforts
- Coordinating with other departments to ensure that all logistics are in place for the event
- Conducting initial planning meetings with clients to establish goals for the event and develop a budget estimate and timeline
- Prepare post-event reports with insights, recommendations, and areas for improvement.
- Track all the programs initiated and assess the status of the events / workshops / idea contests /innovation challenges/ mentor rating events/discussion forum /hackathons etc.

Project Associate – Project Coordination
- Coordinate with the team to plan, organise, and execute events, workshops, networking sessions, to facilitate interaction among startups, investors and other ecosystem players.
- Support the team leadership in all aspects from Processing claims of regional Hubs.
- Support data collection, maintaining and updating the database of all regional

Hubs.

- Maintain and update databases of all the relevant stakeholders at the Regional hub.
- Perform various administrative tasks as required to ensure the smooth operation of the StartupTN Activities.

Qualification & Experience for Project Associates:

- Graduate or Post Graduate from a top tier institution.
- Preference will be given to candidates who have prior experience in the relevant field.
- 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 the college level 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.

2. 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.

3. Application

Aspiring Candidates are requested to download the application form (attached as Annexure) and upload the filled in application form at https://bit.ly/stncareer1 along with an updated copy of their resume with necessary details within 7 days from the date of the recruitment notification. There is no registration/ application fee.

4. 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.

5. 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 canceled. StartupTN takes no responsibility to receive/collect any

certificate/document sent separately.

d. Details of correct and true information regarding arrest, convictions/ debarment/ disqualification by any recruiting agency, criminal or any disciplinary proceedings initiated or finalized, 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 judgement 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.

e. Applications containing wrong claims relating to basic qualification/ eligibility age/ category of reservation/ educational qualification will be liable for rejection.

f. 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.

6. 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.

7. 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.

8. 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 letters, attendance sheets, etc. and in all correspondence with 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.

9. ANNOUNCEMENTS

All further announcements/details pertaining to this process will only be published in the authorized 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: 13.02.2024   **for Mission Director & CEO**

Place: Chennai – 600032.   **StartupTN**

Annexure

Application Form

Tamil Nadu Startup and Innovation Mission (StartupTN)	
APPLICATION FOR THE POST OF:	

S.No.	Details	
1.	Name	
2.	Gender	
3.	Date of birth	
4.	Age as on 14.02.2024	
5.	Father's Name	
6.	Mother's Name	
7.	Primary Mobile number	
8.	Alternate Mobile number	
9.	Primary Email	
10.	Alternate Email	
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 07.02.2024	
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