



## TAMIL NADU STARTUP AND INNOVATION MISSION

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

Tamil Nadu Startup and Innovation Mission, branded as StartupTN, is a Section 8 company operating under the MSME Department of the Government of Tamil Nadu. It serves as the State Nodal Agency for Startups and Innovation. StartupTN envisions transforming Tamil Nadu into a global hub for innovation and a 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	Project Associate	2+ years	Rs.25,000 to Rs. 50,000	9
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
Project Associate - Regional Startup Hub	2
Project Associate - Chennai Metro Hub	2
Project Associate - Support service	1
Project Associate - MarCom Podcast / Video Management - Technical	1
Project Associate - Market Access Initiatives	1
Project Associate - Venture Lab and Cohort Management	1
Project Associate - Investments	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 DESCRIPTION**

### **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.
- Should work on identifying potential leads for DPIIT registration, Processing the leads to the next stage of certification.

- Collaborate with the team to plan, organise, and execute events, workshops, and networking sessions to facilitate interaction among startups, investors, and other ecosystem players.
- Maintain and update databases of all the relevant stakeholders at the hub.
- Assist AVP/PL in regional hubs

### **Project Associate - Chennai Metro Hub**

- Seamless analyzing and collecting data related to startups, and assisting in creating posters and social media updates to promote the activities of the Chennai Metro Hub and communicate with stakeholders.
- Perform various administrative tasks as required to ensure smooth operations of the Chennai Metro Hub activities.
- Assist in executing initiatives like incubation and acceleration programs to support startup development.
- Facilitate introductions and meetings between startups and investors, including venture capitalists, angel investors, and funding agencies.
- Maintain documentation related to projects, programs, and startups participating in the Metro Hub initiatives.
- Manage the regional input/outcome with proper testimonials and impact measurement.
- Assist AVP/PL in Chennai Metro Hub activities.

### **Project Associate - Support Service**

- Respond to inquiries via phone, email, and live chat, providing detailed assistance to startup founders, entrepreneurs and other stakeholders.
- Maintain and update a repository of startup resources, including guides, templates and FAQs to support startup and business related queries.
- Listen actively to customers needs and concerns, identifying potential problems and offering solutions.
- Collaborate with other teams and should have knowledge about StartupTN schemes and oneTN portal to address complex queries.
- Prepare reports on common issues and feedback from startups to inform the reporting head and help improve support services.

- Stay updated on the latest developments in startup ecosystems and government initiatives that could benefit startups.
- Update Whatsapp Chatbot with FAQ & New Schemes / Projects.
- To facilitate access to smart cards for Start Steps (Entrepreneurs & Aspirants) to enable them to access company registration. Manage distribution of smart cards to startups & start steps (Entrepreneurs & Aspirants)
- Facilitate product/service validation (MVP/Prototype), and avail compliance, software services, marketing/consulting support, work spaces and HRMS at subsidised costs for startups at their initial stage of growth .
- Promotion and distribution of Smart cards to startupTN events/programs
- Onboarding partners for Smart Cards to offer their products/services to Tamil Nadu startups and Start Steps at subsidised costs during their initial stage of growth. Instrumental in making cost savings for the Startups

#### **Project Associate - MarCom Video Editor**

- Design visually compelling and click-worthy thumbnails for podcasts, videos, and other digital content. Create posters, banners, and promotional materials for various events and campaigns.
- Handle the camera setup, lighting, and sound equipment during podcast recordings to ensure high-quality output. Plan and organize shoot logistics, including location & equipment requirements.
- Edit raw footage into polished content for podcasts, promotional videos, and event coverage, ensuring smooth transitions and professional quality.
- Attend events to capture photos and videos and edit the content creating promotional videos and production of event-related content.
- Ensure all visual and audio content aligns with brand guidelines and is optimized for platforms like YouTube, Instagram, and other social media channels.
- Maintain and operate camera equipment, editing software, and other technical tools required for production. Work closely with the creative and content teams to align design and editing tasks with project goals and timelines.
- Stay updated on the latest design trends, editing techniques, and industry best practices to enhance the quality and effectiveness of the content.

### **Project Associate – Market Access Initiatives**

- Assisting in the execution of market access activities to strengthen StartupTN's support for startups.
- Maintaining and updating a comprehensive database of corporates, government organizations, and key stakeholders at national and global levels.
- Proactively managing relationships and fostering strong associations with ecosystem stakeholders.
- Supporting market access initiatives and fundraising activities to enhance the visibility of startups.
- Facilitating networking opportunities to connect startups with potential partners, investors, and market enablers.
- Coordinating with AVP and Project Leads for the seamless implementation of market access programs and activities.
- Keeping track of relevant events, programs, and opportunities beneficial to startups.
- Exploring networking avenues at the state and national levels to create business expansion opportunities for startups.

### **Project Associate – Venture Lab and Cohort Management**

- To promote inclusive entrepreneurship and equitable economic development by supporting and nurturing startups founded by individuals from socially marginalized and underrepresented communities
- Develop a comprehensive incubation and acceleration framework tailored to the needs of socially marginalized communities (SC/ST, trans persons, persons with disabilities, etc.).
- Drive outreach, awareness, and application support for grants targeting transgender and differently-abled entrepreneurs, ensuring inclusivity and sensitivity throughout.
- Guide applicants through the process, assist in eligibility checks, and provide continuous support to selected beneficiaries.

- Monitor, document, and report the impact of special grants through success stories and data-driven insights.
- Manage end-to-end planning and execution of Periyar Social Justice Venture Lab cohorts including scheduling, logistics, and resource management.
- Serve as the main point of contact for startups, ensuring high engagement and timely resolution of their queries.
- Coordinate with speakers, mentors, and facilitators for training sessions, workshops, and pitch events.
- Facilitate meaningful connections between cohort participants and investors, industry experts, and ecosystem stakeholders.
- Monitor progress and collect data on the performance of cohort startups for analysis and reporting.
- Engage with alumni to support their continued growth via relevant StartupTN programs.
- Liaise with internal teams, government bodies, incubators, and other partners to ensure seamless program delivery.
- Assist in planning and execution of community-building events like seminars, pitch days, and awareness sessions.
- Maintain accurate program data and prepare regular reports, presentations, and communication materials.
- Gather feedback from all stakeholders and suggest enhancements for better program outcomes.

### **Project Associate - Investments**

- Assist in the end-to-end execution of the funding program, including outreach, application handling, coordination, and documentation.
- Support the application process by guiding applicants, verifying submitted documents, and ensuring eligibility criteria are met.
- Coordinate with internal teams, incubators, evaluators, and other ecosystem partners to ensure smooth execution of the funding cycle.
- Facilitate the evaluation process by preparing applicant summaries and assisting in due diligence, as per StartupTN guidelines.

- Act as a point of contact for applicants and beneficiaries, providing regular updates, resolving queries, and guiding them through various stages of the program.
- Track project progress, maintain updated records, and generate periodic reports on application status, fund disbursement, and beneficiary impact.
- Assist in organizing program-related events such as webinars, review meetings, awareness sessions, and onboarding programs.
- Ensure accurate data entry, secure storage of sensitive documents, and maintain confidentiality of all program-related information.
- Collect feedback, success stories, and outcomes from beneficiaries for impact assessment and communication purposes.
- Ensure adherence to StartupTN's processes, funding guidelines, and documentation standards throughout the project lifecycle.

#### **Qualification & Experience for Project Associates:**

- Graduate or Post Graduate from a reputed 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.
- Passionate in teaching, mentoring aspirants and innovating solutions to seed entrepreneurship.
- 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 scaled 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://form.startuptn.in/careers> 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.

#### **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](http://www.startuptn.in) from time to time. For any queries, please reach out to [careers@startuptn.in](mailto: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: 28.07.2025

Place: Chennai - 600035.

  
Mission Director & CEO

StartupTN

**Annexure**

**Application Form**

<b>Tamil Nadu Startup and Innovation Mission (StartupTN)</b>		
<b>APPLICATION FOR THE POST OF:</b>		
<b>S.No.</b>	<b>Details</b>	
1.	Name	
2.	Gender	
3.	Date of birth	
4.	Age as on July 2025	
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 July 2025	
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