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on Mission, under the brand StartupTN, is a
he Government of Tamil Nadu. It serve
the MSME Department. StartupTN's visi
ffered destination for Startups.

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1. JOB DESCRIPTION

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.



- 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 – Co Creation

- Build strong relationships with Corporates and help them to identify the key problem areas.
- Take charge as a nodal in charge to coordinate corporate activities, requirements and transform the same into jobs that could be catered by Startups.
- Planning and implementing Corporate – Startup connect programs by organising and executing pitch sessions and other events that bring visibility to Startups across sectors.
- Strategize Sourcing of new partners and executing partnership solutions for StartupTN and Startups
- Negotiating attractive partnership deals for startups from ecosystem partners and ensuring mutually beneficial partnership terms
- Establishing and maintaining and deepening relationships with existing partners
- Developing metrics to measure ROI from partnerships.
- Ensuring the partnerships related information is disseminated to startups and track the usability of the same.
- Act as a key nodal officer to connect with GoTN departments and GoI Agencies.
- Ensure implementation of Global coordination centres for Startup Support.

Associate Vice President – Rural Innovation Network (RIN)

- Develop and implement strategies to build a vibrant rural innovation and entrepreneurship ecosystem across Tamil Nadu, identifying high-potential clusters, sectors, and entrepreneurs for targeted interventions.
- Design and execute rural innovation programs including incubation, acceleration, and capacity-building initiatives to support startups and innovators at the grassroots level.
- Coordinate with StartupTN regional hubs, incubators, and academic institutions to foster innovation, mentorship, and entrepreneurship awareness in rural and semi-urban areas.
- Establish partnerships and collaborations with government departments, CSR organizations, NGOs, academic institutions, and private sector stakeholders to promote inclusive innovation.
- Facilitate access to finance and resources for rural startups by engaging with financial institutions, investors, and venture funds.
- Lead capacity-building and knowledge initiatives by organizing training programs, workshops, hackathons, and exposure visits, and by developing toolkits and case studies highlighting rural innovation success stories.
- Ensure effective monitoring and impact assessment of all rural innovation programs through data-driven evaluation, reporting, and performance tracking.
- Represent StartupTN in ecosystem forums and policy dialogues, contributing to the development of frameworks that strengthen rural innovation and entrepreneurship.

Qualification & Experience for Associate Vice President:

- Graduate or Post Graduate from a top tier institution.
- Preference will be given to candidates who have minimum 3 years prior experience in a Startup Incubator/ Industry forum.
- Demonstrated experience in conducting capacity building programs for Incubators/Accelerators/Corporates
- Experience in leading/Managing incubation centers.
- 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.



- 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)

Common Roles and Responsibilities:

- Lead and mentor a multidisciplinary team, providing direction, support, and motivation.
- Coordinate between various teams, including technical, marketing, finance, and legal, to ensure seamless project execution.
- Provide mentorship and guidance to startups on business planning, product development, market entry, and scaling strategies.
- Facilitate brainstorming sessions and workshops to address challenges and find creative solutions.
- Continuously monitor the performance of startups and projects, using key performance indicators (KPIs) and metrics.
- Build and maintain relationships with key players in the startup ecosystem, including investors, mentors, and industry experts.
- Plan and execute events such as demo days, pitch competitions, and networking sessions to showcase startups and attract investment.

Project Lead – Incubation Programs

- Develop and design incubation programs that cater to the needs of early-stage startups, including mentorship, training, and resource allocation.
- Coordination with the various departments for the effective implementation of various programmes at hub level
- Build and maintain a robust network of contacts within the startup ecosystem, including potential customers, suppliers, and collaborators.
- Organize and participate in events, workshops, and conferences to promote the incubation program and engage with the broader entrepreneurial community.
- 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.
- Identify and share best practices in startup incubation with program participants and the broader community. Provide access to learning materials, workshops, and expert sessions that can help startups build their knowledge and skills.
- Manage the regional output/outcome with proper testimonials and impact measurement.
- Write grant proposals to secure funding for running the Incubator.
- Assist AVP Programs and undertake all the tasks assigned from time to time.

Project Lead – Digital Ecosystem Engagement

- Develop and implement a comprehensive social media and digital marketing strategy to enhance StartupTN's online presence, visibility, and engagement.
- Manage StartupTN's official social media platforms and ensure consistent, creative, and high-quality content aligned with brand guidelines.
- Plan and execute digital campaigns and promotional activities for StartupTN's programs, events, and ecosystem initiatives.
- Collaborate with incubators, investors, corporate partners, and media agencies for joint promotions, co-branding, and outreach campaigns.
- Lead storytelling and podcast initiatives by identifying impactful startup stories, overseeing content creation, and managing production and post-production.
- Create and manage content calendars, coordinate with design and production teams for posts, reels, infographics, and video content.
- Execute live social media coverage, event highlights, and digital engagement strategies to promote StartupTN activities and achievements.
- Track and analyze campaign performance, prepare periodic reports, and ensure consistent brand messaging across all communication channels.
- Draft press releases, newsletters, and other promotional materials to communicate StartupTN's milestones and ecosystem success stories.

Project Lead – Regional Startup Hub

- Provide assistance for setting up regional hub at the decided regions and ensure readiness for implementing the programs



- 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 – AI Initiatives

- Lead enterprise AI initiatives from strategy through implementation, encompassing generative AI applications, agentic AI systems, autonomous workflows, and MCP-based integrations while establishing robust ethical AI governance and compliance frameworks.
- Drive AI transformation projects including LLM deployments (GPT, Claude, Gemini), multi-agent orchestration systems, MCP tool integrations, intelligent document processing, and autonomous decision-making solutions that deliver measurable business impact and ROI.
- Design and deploy self-improving autonomous AI agents for complex enterprise workflows, implementing multi-agent orchestration with advanced reasoning capabilities, fail-safe mechanisms, and adaptive learning systems that can independently plan, execute, and optimize processes.
- Architect and implement solutions for seamless AI-tool connectivity. Apply hands-on startup ecosystem experience to identify high-impact agentic AI use cases, drive rapid prototyping and iterative development, optimize business processes through intelligent automation, and bring entrepreneurial agility to enterprise AI transformation.
- Build and lead cross-functional teams developing agentic AI solutions, establish strategic partnerships with MCP tool developers and AI platform vendors, evaluate emerging agent technologies, and develop internal centers of excellence for autonomous AI system capabilities.
- Assist VP in charge of AI readiness initiative 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/Horizontal
- 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.

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.

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.



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 the link provided 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

- Only Indian nationals are eligible to apply.
- The posts are on a fixed term contract for 3 years, renewable by StartupTN every year based on the satisfactory performance of the candidates.
- 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.
- 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 Organization, 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.
- Applications containing wrong claims relating to basic qualification/ eligibility age/ category of reservation/ educational qualification will be liable for rejection.
- 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 organizational requirement.

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

- Printout of the application form and resume.
- 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)
- 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.
- Mark-sheets & Certificate of 10th Standard, Higher Secondary, Graduation, other qualifying degree examination, etc.
- 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.
- Experience certificate.
- 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

- 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.
- 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.
- 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.



all the instructions given.

- 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.
- 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).
- 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.
- 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.
- Any dispute arising out of the notification including the recruitment process shall be subject to the sole jurisdiction of the Courts situated in Chennai.
- Any canvassing or creating influence for undue advantage shall lead to disqualification from the Recruitment Process.
- Any request for change of address or details mentioned in the submitted application will not be entertained subsequently.
- 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.
- 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.
- Candidates will have to appear for the examination/ interview at their own expense.
- 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.
- 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.
- 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.
- 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.

a. Appropriate action will be taken by StartupTN as per norms against candidates found guilty of misconduct or use of unfair means for selection.

b. 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.

Guidelines to Apply the above Openings

Candidates interested in applying for the positions listed above are requested to follow the steps below carefully:

- **Download the application form** >> [Click Here to Download Application Form](#)
- Carefully fill in all the required particulars in the downloaded form. Ensure the details provided are accurate and complete
- Click the link to apply and fill out the Google Form with your personal and professional details
- Upload the following documents in the designated sections of the form:
- A recent passport-size photograph



Note: Only shortlisted candidates will receive the link to attend the assessment examination.
Last date to Apply : November 20, 2025 | 05:00 PM IST

Notification No. 112/TANSIM/2022 dated 06.11.2025

Position :

[Project Lead – Incubation Programs – 1](#)

[_Click here to Apply Now!!!_](#)

Notification No. 006/TANSIM/2022 date 06.11.2025

Position :

[Associate Vice President – Co-Creation – 1](#)

[Associate Vice President – Rural Innovation Network – 1](#)

[Project Lead – Digital Ecosystem Engagement – 1](#)

[Project Lead – Regional Startup Hub – 1](#)

[Project Lead – AI initiatives – 1](#)

[Project Lead – IT management – 1](#)

[_Click here to Apply Now!!!_](#)



Contact



StartupTN Office Space, 10th Floor
Chennai Metro Rail Limited Building,
near Nandanam Metro Station,
Chennai, Tamil Nadu-600035



support@startuptn.in

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