



**Date: 14.03.2022**

## **Recruitment Notification No. Admin/HR/9/2022**

Applications are invited through **email only** from eligible candidates who aspire to join Guidance for the following posts on a fixed term **contract basis** for three years on a **consolidated pay**. Guidance is a 28 years old non-profit registered society and nodal agency for investment promotion and single window facilitation of Government of Tamil Nadu.

Guidance is undergoing a massive evolution in line with technological transformation in the industry. Get real experience of various sectors such as aerospace, defence, renewable energy, electric vehicles, industry 4.0 and the likes. Come and join an exciting team to get hands on public policy experience in formulation and implementation!!

**Nodal agency for  
investment promotion and  
facilitation, Govt. of Tamil Nadu**

**Recruitment Notification  
Admin/HR/9/2022 dated 14.03.2022**

**Recruitment on contract  
basis on consolidated pay on rolling  
basis – Applications are invited from  
eligible candidates for various roles.  
For detailed notification and terms and  
conditions please visit  
[www.investingintamilnadu.com](http://www.investingintamilnadu.com).**

DIPR/176/ TENDER/ 2022  
'சோதனை கடந்து சுதந்திரம் அடைந்தோம் சாதனை புரிந்து சரித்திரம் படைப்போம்'



Designation	No of Hires	Approx Consolidated Pay
		(lakhs) range/month
VP – Investment Promotion	1	Up to 2.25
Associate Vice President/ Senior Associate – Investment Promotion	2	Up to 1.50
Associate Vice President/ Senior Associate – Export Cell	1	Up to 1.50
Associate Vice President/ Senior Associate – Zonal (Coimbatore)	1	Up to 1.50
Senior Associate - Policy	1	Up to 1.15

## REQUIRED QUALIFICATIONS & EXPERIENCE

1. Vice President – Investment Promotion	
<b>Qualifications</b>	MBA from a reputed business school. or MA/MSc in Economics from top-tier Economics Departments. or M Tech/ME from top tier engineering college. or Post Graduate degree in Finance, Law from a top tier institution
<b>Preferred Experience</b>	10 to 12 years and above with top tier corporate house / consulting firm / market research firm or trade association/ chamber/Embassy/ Investment Promotion Agency in the areas of investment promotion and facilitation, regulatory framework, project management and execution or Ease of Doing Business i) Deep understanding of Information Technology and Electronics sectors ii) Proven track record of bringing in investments (Sectors/States/Countries) iii) Experience in managing large projects for governments, private sector, multilateral clients and industry associations iv) Experience in managing projects for governments, private sectors, multilateral clients and industry associations. v) Has proven strong networks / connects within investment promotions i.e., venture capitalists, investment bankers, leadership teams within reputed consulting firms etc.
<b>Broad Job Description</b>	<b>a) Sector</b> i) Develop sector specific strategies to attract investment in Information Technology and Electronics <b>b) Investment promotion</b> i) Design and lead execution of the investment strategy in IT and Electronic sectors, including identifying important domestic & international events for State participation and planning the participation. ii) Represent Guidance in meetings, roadshows and lead presentations. iii) Planning, coordinating and execute mega summit event (end to end management). <b>c) Investment Facilitation</b>



	<p>i) Respond to investor queries / provide required information and ensure Single Window approvals in said sector.          iii) Facilitate the new investors in the sector(s) – act as a relationship manager for key investors.          ) Interact with existing investors in the state on a regular basis          v) Coordination with SIPCOT and other agencies for identification of land parcel for investors / undertaking site visit with the investors</p> <p><b>d) Coordination</b>          i) To develop the Go-to-Investor marketing strategies for Guidance in focus sector and proactively market potential projects to investors and facilitate their approval by the respective authorities          ii) Establish relationships with the relevant senior stakeholders in the Government and other promoting agencies and oversee project management to ensure achievement of targets          iii) Coordinating with various departments of the state and central government on a regular basis          iv) Coordination with Diplomatic Missions, Trade Bodies/Industrial and sectoral chambers and associations on a regular basis.          v) Inbound &amp; Outbound delegations – end to end coordination, facilitations &amp; follow ups.</p>
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<b>2. Associate Vice President / Senior Associate – Investment Promotion</b>	
<b>Qualifications</b>	MBA from a reputed business school. or MA/MSc in Economics from top-tier Economics Departments; or M Tech/ME from top tier engineering college; or Post Graduate degree in Finance, Law from a top tier institution
<b>Preferred Experience</b>	7 to 10 years and above with top tier corporate house / consulting firm / market research firm Or strong experience in sales and marketing for industrial parks & corridors / real estate service firms or similar Or trade association/ chamber/Embassy/ Investment Promotion Agency in the areas of investment promotion and facilitation, regulatory framework, project management and execution or Ease of Doing Business i) Understanding of Key Sectors (Electronics, IT, ITeS, Manufacturing, Automobile and Auto Ancillary, Aerospace and Defence etc.) ii) Experience in managing large projects for governments, private sector, multilateral clients and industry associations iii) Experience in managing projects for governments, private sectors, multilateral clients and industry associations.
<b>Broad Job Description</b>	<p><b>a) Sector Analysis</b>            i) Develop sector specific strategies to attract investment in sectors/areas such as Defence, Renewable Energy, Food Processing, Electronics, Industry 4.0</p> <p><b>b) Investment promotion</b>            i) Ensure execution of the investment strategy pertaining to the sectors allocated to him/her.            ii) Organise and coordinate with stakeholders for meetings, roadshow and presentations.            iii) Planning, coordinating and execute Mega summit event (end to end management).</p>



	<p>iv) Identify important domestic &amp; international events on the sectors for State participation and planning the participation.</p> <p><b>c) Investment Facilitation</b></p> <p>i) Respond to investor queries / provide required information</p> <p>ii) Coordinate Single Window activities</p> <p>iii) Facilitate the new investors in the sector(s) – act as a relationship manager for key investors.</p> <p>iv) Interact with existing investors in the state on a regular basis</p> <p>v) Coordination with SIPCOT and other agencies for identification of land parcel for investors / undertaking site visit with the investors</p> <p><b>d) Coordination</b></p> <p>i) To develop the Go-to-Investor marketing strategies for Guidance Bureau in each focus sector and proactively market potential projects to investors and facilitate their approval by the respective authorities</p> <p>ii) Establish relationships with the relevant stakeholders in the Government and other promoting agencies and oversee project management to ensure achievement of targets</p> <p>iii) Coordinating with various departments of the state and central government on a regular basis</p> <p>iv) Coordination with Diplomatic Missions, Trade Bodies/Industrial and sectoral chambers and associations on a regular basis.</p> <p>v) Inbound &amp; Outbound delegations – end to end coordination, facilitations &amp; follow ups.</p>
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<b>3. Associate Vice President – Export Cell</b>	
<b>Qualifications</b>	MBA or equivalent with International Trade / Economics / Statistics / Finance / Commerce / Engineering from a top tier institution
<b>Preferred Experience</b>	7 to 10 years of relevant experience in foreign missions / Embassies / consulates / bilateral multilateral agencies / international trade association and trade desks / Investment Promotion Agency in the areas of international engagement, trade relations, investment promotion and facilitation, and execution or Ease of Doing Business.
<b>Broad Job Description</b>	<p>a) Providing and disseminating trade information using the various marketing tools within the organization.</p> <p>b) Following-up trade inquiries to determine specific interests and requirements with the ultimate aim of actualizing trade deals.</p> <p>c) Registering trade leads, following-up activities and reporting regularly for appropriate intervention.</p> <p>d) Organizing and delivering presentations at local and international trade promotion workshops, seminars, and conferences.</p> <p>e) Planning, scheduling, and implementing proactive marketing activities geared at attracting new export markets such as direct mail and telemarketing campaigns i.e. trade fair participation, buyer/seller meets, trade missions, and extension services to exporters.</p> <p>f) Meeting with and providing information, counselling, and support to local and foreign buyers interested in exploring new business opportunities in Tamil Nadu.</p>



	<p>g) Assisting prospective buyers in arranging site visits and in obtaining necessary Government approvals, permits, and licenses.</p> <p>h) Receiving inquiries from potential exporters looking for markets for their products.</p> <p>i) Advising prospective exporters on export processes and sector specifics.</p> <p>(j) Reporting monthly on the status of assigned trade leads.</p> <p>k) Proactively contributes to management and organization development activities including thought leadership, training etc.</p> <p>l) Work closely with respective country government partners in the market/region (including the Foreign &amp; Commonwealth Office, Trade &amp; Investment), to ensure a joined-up approach around the government and close collaboration to resolve policy issues.</p>
<b>Other Skills</b>	<p>Strong communication, interpersonal, community level facilitation and coordination skills</p> <p>Strong MS office, good record keeping and report writing</p> <p>Strong teamwork skills and the ability to work in a multi partner initiatives</p> <p>Ability to work with minimum supervision</p> <p>Fluency in English is mandatory; knowledge of foreign language would be a strong asset.</p>

<b>4. Associate Vice President / Senior Associate– Zonal (Coimbatore Zone)</b>	
<b>Qualifications</b>	<p>MBA from a reputed business school.</p> <p>or MA/MSc in Economics from top-tier Economics Departments.</p> <p>or M Tech/ME from top tier engineering college;</p> <p>or Post Graduate degree in Finance, Law from a top tier institution</p>
<b>Preferred Experience</b>	<p>7 to 10 years and above with top tier corporate house / consulting firm / market research firm or strong experience in sales and marketing for industrial parks &amp; corridors / real estate service firms or similar</p> <p>Or trade association/ chamber/Embassy/ Investment Promotion Agency in the areas of investment promotion and facilitation, regulatory framework, project management and execution or Ease of Doing Business</p> <p>i) Understanding of Key focus Sectors in TN (Electronics, IT, ITeS, Manufacturing, Automobile and Auto Ancillary, Aerospace and Defence etc.)</p> <p>and understand of business/industry scenario in Tamil Nadu</p> <p>ii) Excellent stakeholder and client management skills</p> <p>iii) Experience in engaging with industries/governments, private sector, multilateral clients and industry associations</p> <p>iv) Willingness to work under high pressure deadlines and across Tamil Nadu</p> <p>v) Experience in making presentations/pitches, understanding investor requirements of clients and interacting with CXOs.</p>
<b>Broad Job Description</b>	<p>i) Will be physically posted in one of the key industrial districts of Tamil Nadu SIPCOT parks. Will have to travel across other districts for industrial interactions, after care and to Guidance from time to time.</p>



	<ul style="list-style-type: none"> <li>ii) Work across industrial clusters and districts in Tamil Nadu, while reaching out to industry houses and trade associations to provide after care support to the industry community</li> <li>iii) Identify and reach out to every industries, stakeholders, trade and industry association in the region assigned to promote investments and provide handholding support the mentioned stakeholders</li> <li>iv) Work closely with trade association and industry bodies, government agencies to understand the problems and issues being faced by local industries</li> <li>v) Respond to investor queries / provide required information and facilitate the new investors in the sector(s)</li> <li>vi) Coordinate with local authorities for facilitating approvals, licenses and renewals of the same.</li> <li>vii) Provide bi-weekly reports on the reach out activities to the stakeholders and follow ups on the discussions with the clients</li> <li>viii) Generate new leads and provide handholding support to the potential investors while working closely with the investment promotion and facilitation team at Guidance, Chennai.</li> <li>ix) Coordinate local level roundtables and sector sessions</li> <li>x) Facilitate site visits for potential investors in the region specified</li> </ul>
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<b>5. Senior Associate - Policy</b>	
<b>Qualifications</b>	Masters/PhD in Economics / Finance/ Statistics and Public Policy from a top tier institution
<b>Preferred Experience</b>	5 to 7 years of relevant experience in economic and social data management, and policy analysis/formulation
<b>Broad Job Description</b>	<ul style="list-style-type: none"> <li>i) Extensive primary and secondary research.</li> <li>ii) Undertake qualitative and quantitative research</li> <li>iii) Compilation and analysis of data to draw insights that can guide project strategic directions.</li> <li>iv) Writing reports, articles and making presentations with suitable use of graphics.</li> <li>v) Travel to meet with clients, experts and other stakeholders.</li> <li>vi) Organizing conferences and workshops.</li> <li>vii) Support with investment promotion and facilitation efforts.</li> </ul>
<b>Other Skills</b>	<ul style="list-style-type: none"> <li>i) Knowledge of statistical methods and concepts underlying economic, financial, and economic indicators</li> <li>ii) Knowledge of econometric and statistical analysis techniques and principles and use of computer packages for the same such as R/STATA/Python.</li> <li>iii) Expert at Microsoft Office (PowerPoint, Excel, Word)</li> <li>iv) Ability to interpret and communicate statistical information in a clear and analytically rigorous manner.</li> <li>v) Experience in drafting policy notes, policy briefs, whitepapers etc.</li> <li>vi) Strong analytical skills and exemplary writing skills</li> <li>vii) Efficient time management skills, with an ability to deliver high quality content to meet tight deadlines</li> </ul>

**APPLICATION:**



- The aspiring candidates may apply through email only in the format prescribed in **“Annexure - I”** of this notification.
- The completed applications in pdf format shall be mailed to [hr@investtn.in](mailto:hr@investtn.in).
- The subject of email shall be “Application for -----Name of the Post-----/ -----Name of the Candidate.”
- There is no registration / application fee.

#### **RECRUITMENT PROCESS:**

- The recruitment will be based on an examination and /or interview or both in English in Chennai.
- The interview format will be communicated to the candidates through email. In exceptional cases, interview alone can be done via video.

#### **GENERAL INFORMATION:**

- The post is on a fixed term contract for three years and it can be extended beyond the three-year period at the sole discretion of GUIDANCE and will be reviewed every year based on performance
- Only Indian Nationals are eligible to apply.
- All examinations and/or interviews at discretion of Guidance will be conducted in English at Chennai.
- While appearing for the interview, the candidate should produce all the required and valid original certificates/ documents prescribed below. In the absence of original certificates/ documents, candidature of the candidate shall be cancelled. Guidance takes no responsibility to receive/collect any certificate/remittance/document sent separately.
- **CERTIFICATE OF PHYSICAL FITNESS:** Candidates selected for appointment to the post will be required to produce a certificate of physical fitness from the Medical Officer of rank as stipulated by Guidance.
- Correct and true information regarding arrest, convictions / debarment / disqualification by any recruiting agency, criminal or any disciplinary proceedings initiated or finalized, participated in agitation or any Political Organization, candidature in election for parliament / State Legislature / Local Bodies, etc., if any, should also be furnished to the Guidance at the time of application, i.e., the





details thereof. original of the judgement of Acquittals, order / or G. O. 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 stage/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.
- Words of masculine gender in these instructions should wherever the context so requires be taken to include everyone.

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

- Printout of the valid interview Call Letter and application form
- Proof of date of birth (Birth Certificate issued by the competent Municipal authorities or SSLC/X std. with DOB)
- Photo identity proof (with the photo 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 or 10th Std/HSC/Graduation or qualifying degree examination etc.
- Candidates serving in Government/Quasi Govt. 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 documents 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 debar his/her candidature from further participation in the recruitment process. Issuance of offer of appointment lies solely at the discretion of Guidance and its decision will be final and binding.

### **IDENTITY VERIFICATION:**

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





- If identity of the candidate is in doubt, the candidate may not be allowed to appear for the examination/interview. 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.
- Candidates must note that the name as appearing on the call letter (provided during the process of registration) should match the name as appearing on the photo identity proof. Female candidates who have changed first/last/middle name post marriage must take special note of this. If there is any mismatch between the names indicated in the Call Letter and Photo Identity Proof, the candidate will not be allowed to appear for the examination.

#### **OTHER INSTRUCTIONS:**

- Before applying for the post, the candidate should ensure that he/she fulfils the eligibility and other norms mentioned in this notification. Candidates are therefore advised to carefully read this notification and follow 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 the Guidance. Guidance would be free to reject any application, at any stage of the process, cancel the candidature of the candidate in case it is detected as any stage that a candidate does not fulfill the eligibility norms and/or that he/she has furnished any incorrect/false/ information/ certificate / documents or has suppressed any material fact(s). If candidature of any 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 Guidance, his/her services are liable to be summarily terminated.
- Decision of Guidance in all matters regarding eligibility of the candidate, the 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 any other matter relating to Recruitment Process will be final and binding on the candidate. No correspondence and personal enquires shall be entertained by Guidance in 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, details mentioned in the submitted application will not be entertained subsequently.
- A candidate should ensure that the signatures appended by him /her in all the places viz. in his /her call letter, attendance sheet, etc. and in all correspondence with the Guidance in future should be 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 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 Guidance as mentioned in this notification and subject to service and conduct rules of Guidance, as decided by the Governing Body.
- Guidance 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 valid and functional mobile number and email ID.
- Appropriate action against the candidates found guilty of misconduct/ use of unfair means will be taken as per the norms of the Guidance.
- Guidance shall not be responsible if the information /intimation do not reach candidates in case of change in the mobile number, technical fault or otherwise, beyond the control of the Guidance and the candidates are advised to keep a close watch on our authorized website for latest updates, till the recruitment process gets completed.



- Guidance reserves the right to alter the Designation/ Pay range based on the skillset of the candidates.

**ANNOUNCEMENTS:**

- All further announcements/details pertaining to this process will only be published in the authorised website [www.investingintamilnadu.com](http://www.investingintamilnadu.com) from time to time.
- The above post, corresponding job description and number of vacancies are subject to change from time to time depending upon the evolving need of the organization. So, you are advised to keep visiting the website for current vacancies and position.

**Date: 14.03.2022**

**Place: Chennai - 600018**

**MD & CEO,**

**GUIDANCE**



**Annexure I**

<b>Recruitment Notification: Admin/HR/9/2022</b>					
<b>For Office Use Only</b>					
<b>Date of Receipt:</b>					
<b>Application for the post of:</b>					
<b>Application Number:</b>					
<b>Details</b>					
Name					
Gender					
Date of Birth					
Nationality					
Primary Mobile number					
Alternate Mobile number					
Primary E-mail					
Current Address					
Permanent Address					
<b>Education Qualifications</b>					
<b>Qualification</b>	<b>Year of Graduation</b>	<b>% of marks or GPA</b>	<b>Institution</b>	<b>Board / University</b>	<b>State / Country</b>
Undergraduate Degree					
Post Graduate Degree					
Others					
Other Skills / Certifications					
Awards					



Languages known	Speak			
	Read			
	Write			
<b>Work Experience</b>				
Name of the Organization	Designation	From	To	Annual Remuneration INR
References ( <i>Minimum three</i> ) Name / Designation / Company				
Extra-curricular activities				
Notice Period in current organization				
If offered the position, your earliest start date ( <i>Mandatory response</i> )				
Expected Compensation for the position ( <i>Mandatory response</i> )				
Willingness to relocate to Chennai (Yes/No) ( <i>Mandatory response</i> )				
<b>Recent passport size colour photograph</b>		<b>Signature of the applicant</b> <b>Date:</b>		