

# MSME Trade and Investment Promotion Bureau (M-TIPB)

(An Autonomous agency of the Government of Tamil Nadu)

First Floor, SIDCO Corporate Office Building, Thiru Vi Ka Industrial Estate, Guindy, Chennai-32

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## RECRUITMENT NOTIFICATION

**Ref No. 258/M-TIPB/2022**

**Date: 17.05.2022**

Applications are invited through Walk-in-Interview mode to be held on 20.05.2022, 11.00 AM from applicants who aspire to join the office of the MSME Trade and Investment Promotion Bureau (M-TIPB), an autonomous agency of the MSME Department, Government of Tamil Nadu for the following posts:

S.No.	Post	No. of post	Experience / Qualification
1.	Social Media Content Writer / Social Media Lead  (English & Tamil)	2	At least 3 years agency experience in Managing Social Media platforms as Content Writer / Creator/ Social Media Lead across various networks viz: Facebook, Instagram, LinkedIn, Twitter and YouTube, etc.,  Any degree with working knowledge of video and photo editing softwares.

**Venue:** Office of Industries Commissioner and  
Director of Industries and Commerce,  
SIDCO Corporate Building 3<sup>rd</sup> Floor (Conference Hall),  
Thiru-Vi-Ka Industrial Estate,  
Guindy, Chennai-600032.

**Date:** 20.05.2022

**Time:** 11.00 AM

**Specific Job Description:**

1. Excellent knowledge and use of all social media platforms (Twitter, Instagram, Facebook, LinkedIn, and YouTube).
2. Develop engaging, original, Written and Visual content on Social Media platforms of M-TIPB and MSME Department.
3. Publish and upload content across all social media accounts of M-TIPB and MSME Department.
4. To possess photo and video editing skills such as Photoshop and other editing softwares.
5. Authenticate all the social media accounts of M-TIPB and MSME Department by obtaining the blue Tick mark.
6. To popularise all the social media accounts of M-TIPB and MSME Department and secure maximum number of followers on all the accounts across various platforms.
7. Effective engagement with all audiences and followers on the social media platforms.
8. Respond to all queries and issues raised by audiences / followers in the social media platforms after prior approval from concerned Department officials.
9. Develop social media strategy and run strategical campaigns on said media.
10. Provide data analysis of social media reach and efficiency to audiences.

**Pay:**

The remuneration will be on consolidated basis based on past CTC, Qualification and experience which will be fixed by the Managing Director, M-TIPB in consultation with the Selection Committee.

Approximate consolidated pay is as follows:

Sl.No.	Post	Salary range	Yearly increment
1.	Social Media Content Writer	Up to Rs.30,000/-	Based on performance decided by the Managing Director

\*Salary is flexible based on quality of candidate's credentials.

### **Application:**

**Aspiring Candidates are requested to bring the printed filled in application form (Annexure 1) during the walk in interview on 20.05.2022 at 11.am. There is no registration/application fee.**

**The application should have attached to it evidence of the quality of job done in previous similar job profiles.**

**Depending on the number of candidates, selected candidates only may be interviewed. Such selection will be based on past experience in posts of similar job profile.**

### **Recruitment process:**

The recruitment will be based on interview by Selection Committee. Interviews will be conducted in English and Tamil in Chennai only. Appointment will be confirmed after observation of work performance in the first six months post selection.

### **General Information:**

- The posts are on a fixed term contract, renewable every year based on the satisfactory performance of the candidates up to three years by MTIPB or as decided by MTIPB Governing Body.
- The work assignment may be full time or part time depending on the workload.
- Only Indian Nationals are eligible to apply.
- While appearing for the interview, the candidate should produce all the required valid original certificates/documents prescribed. In the absence of original certificates/documents, candidature of the candidate shall be cancelled. MTIPB takes no responsibility to receive/collect any certificate/document sent separately.
- Correct and true information regarding arrest, convictions/debarment/disqualification by any recruiting agency, criminal or any disciplinary proceedings initiated or finalised,

participated in agitation or any Political Organisation, candidature in election for Parliament/State Legislature/Local Bodies etc., if any, the details thereof should also be furnished to MTIPB at the time of application. Original of the judgement of Acquittals, Orders 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 state/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.
- MTIPB management reserves the right to decide the candidature, day of issue of offer of appointment to selected candidates and shuffling their roles in future based on organizational requirement.

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

- Printout of the 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.
- Experience certificate or a credible reference
- 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 could debar his/her candidature from further participation in the recruitment process. Issuance of offer of appointment lies solely at the discretion of MTIPB and its decision will be final and binding, if the interview panel has a doubt on the veracity of the claims made without reliable documents.

#### **12. IDENTITY VERIFICATION:**

- The candidate's identity will be verified with respect to his/her details on the Application Form and requisite documents submitted.
- If identity of the candidate is in doubt, the candidate may not be allowed to appear for the 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.

### **13. 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 MTIPB. MTIPB 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 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 MTIPB, his/her services are liable to be summarily terminated.
- Decision of MTIPB 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 MTIPB 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 MTIPB in future should be identical and there should be no variation of any kind.
- 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 MTIPB as mentioned in this notification and subject to service and conduct rules of MTIPB, as decided by the Governing Body.
- MTIPB 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 MTIPB.
- MTIPB 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 MTIPB and the candidates are advised to keep a close watch on our authorized website for latest updates, till the recruitment process gets completed.
- MTIPB reserves the right to alter the pay range / qualifications for posts.

#### **14. ANNOUNCEMENTS:**

All further announcements/details pertaining to this process will only be published in the authorized website <https://www.tnmtipb.in/> 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: 17.07.2022

Place: Chennai – 600032.

**Managing Director,  
MTIPB**

ANNEXURE – 1

Application Form

**MSME Trade and Investment Promotion Bureau (M-TIPB)**  
Recruitment Notification: 1 /2021-22/MTIPB

**FOR OFFICE USE ONLY**

**DATE OF RECEIPT:**

**APPLICATION FOR THE POST OF:**

<b>S.No.</b>	<b>Details</b>	
1.	Name	
2.	Gender	
3.	Date of birth	
4.	Age as on 31.12.2021	
5.	Father's Name	
6.	Mother's Name	
7.	Primary Mobile number	
8.	Alternate Mobile number	
9.	Primary E-mail	
10.	Alternate E-mail	
11.	Address for communication	
12.	Permanent address	



13.	Educational Qualification (From the highest degree) documents till 8 <sup>th</sup> standard with the name of the Educational Institutions	
14.	Experience  (From latest) Attach CV separately	
15.	Have you ever been debarred/ disqualified by any recruitment agency? If yes, details	
16	Have you ever taken membership or participated in events organised by political Organisation? If yes, details	
17.	Have you ever been arrested /convicted for any crime? If yes, details	
18	Have you ever been a candidature in election for Parliament/State Legislature/Local Bodies etc? If yes, details	
19	Are you insolvent? If yes, details	

Date:

Place: