

**GOVERNMENT OF ASSAM  
INDUSTRIES AND COMMERCE DEPARTMENT  
JANATA BHAWAN, C-BLOCK, 2<sup>ND</sup> FLOOR,  
DISPUR ::::: GUWAHATI-781006**

**ORDERS BY THE GOVERNOR OF ASSAM  
NOTIFICATION**

**Dated Dispur the 17<sup>th</sup> September, 2018**

**No.CI (I-CELL)12/2018/Pt-I/76:** In pursuance of resolve of the Government to provide for one stop clearance of the proposals of new investments in the State, the Governor of Assam is pleased to establish the 'INVEST ASSAM' under Section-8 of the Companies Act, 2013; to inter alia carry out the objectives of implementation of various policies declared from time to time, for development of industries in the State.

**1. MANDATE OF THE AGENCY:-**

- Be the first point of reference for interested investors in the state of Assam;
- To promote Assam as a world-class investment destination in India and abroad;
- To facilitate investments from evaluation stage to implementation to after-care;
- Provide policy inputs to the State government for improving ease of doing business and increasing business sentiment.

**1.1 CONSTITUTION OF THE AGENCY:**

The Investment Promotion Agency(IPA) shall have a Board of Directors and Chief Executive Officer to discharge its functions as elaborated herein under:-

**2. BOARD OF DIRECTORS:**

The Board of Invest Assam shall consist of 12 members as below:

(i)	Senior most Secretary of Industry & Commerce Department	Chairman
(ii)	Commissioner Industries	Member
(iii)	MD AIDC	Member
(iv)	MD AIIDC	Member
(v)	Representative Finance Department	Member
(vi)	Representative Revenue & DM Department	Member
(vii)	Representative Environment & Forest Department	Member
(viii)	CEO Invest Assam	Member
(ix)	Nominee from Invest India	Member
(x)	Independent representative from Industry (3 members)	Member

*<other members to be nominated e.g. Invest India, FINER etc.>*

**2.1 SPECIAL COMMITTEE:**

The Board of Directors of the Company would constitute a Committee to appoint a Managing Director & CEO from Private/ Government Sector. The Managing Director & CEO will be responsible for day-to-day activities of the Company and shall work under the supervision of the Board. The Managing Director & CEO of the Company may act as Secretary in case of such position lying vacant.

**3. FUNCTIONS OF THE BOARD:-**

Board of Directors shall provide policy guidance and direction to Invest Assam as following:

- It shall be the apex body for all matters relating to the Invest Assam

- It shall be responsible for approving the regulations and procedures of the Invest Assam and allocating such functions to the CEO and Team
- It shall be responsible for creation, sanction, abolition and re-designation of posts required for effective functioning of the Invest Assam

It shall approve the annual budget, accounts and reports including the audit reports of Invest Assam

**3.1 POWERS OF THE BOARD:**

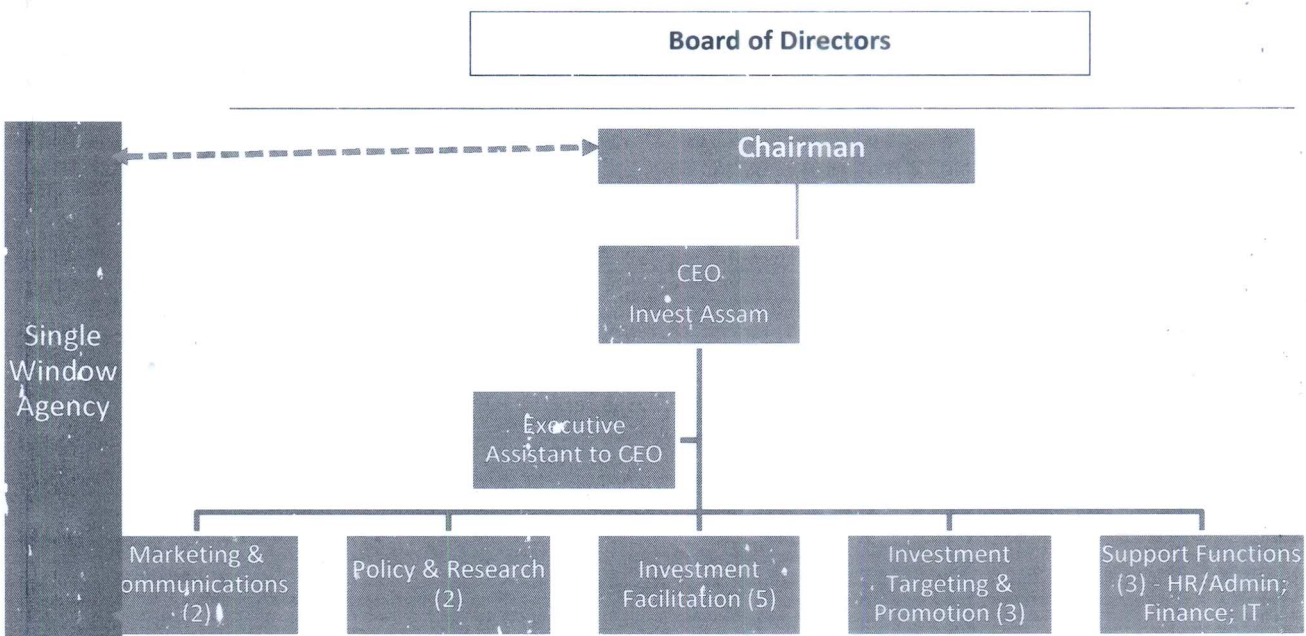
- The Board may give directions to any Government Agency or Local Authority or other authority or person with regard to implementation of any project under the Act or for carrying out its functions under prevailing act and such Government Agency or other Authority or person shall be bound to comply with such direction.
- The Board shall have power to call upon any Government Agency, Local Authority or any other body or authority or person to furnish information, details, documents and particulars as may be required by the Board in connection with or in relation to any project, which such Government Agency, Local Authority or body or authority or person shall furnish to the Board without any delay or default.
- The Board shall have power to inspect, visit, review and monitor any project and its implementation, execution, operation and management through its official or officials and the person in charge of the project shall be bound to give full cooperation to the Board.

The Board shall have all the powers including incidental and ancillary powers to perform, carry out, undertake any functions to promote and facilitate investment opportunities in the State.

**4. TENURE OF DIRECTORS & CEO:-**

- Managing Director & CEO shall have tenure of (5) five years and can be reappointed for a further term.
- The Nominee Director shall have tenure of (1) one year and can be reappointed for a further term.
- The independent Director shall have tenure of (1) one year and can be reappointed for a further term.

**5. ORGANIZATION STRUCTURE:**



The main activities to be undertaken by each of the units is described below:

Agency	Marketing & Communication	Policy & Research	Investment Facilitation	Investment Targeting & Promotion
<b>Core Team</b>	<ul style="list-style-type: none"> <li>• Website Management</li> </ul>	<ul style="list-style-type: none"> <li>• Policy Advocacy &amp; Best Practices</li> </ul>	<ul style="list-style-type: none"> <li>• Information Provision</li> </ul>	<ul style="list-style-type: none"> <li>• Proactive Investor Targeting &amp;</li> </ul>

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	<ul style="list-style-type: none"> <li>• Brand Communication</li> <li>• Marketing Material Development</li> <li>• Social Media</li> <li>• Media /PR</li> <li>• Empanelled Agency: Design Agency; Printers; Translators</li> <li>• Event Support</li> </ul>	<ul style="list-style-type: none"> <li>• identification for New Policy</li> <li>• Review/modification to existing policy</li> <li>• EODB</li> <li>• Focus sector and market identification</li> <li>• Coordination with Think Tanks</li> </ul>	<ul style="list-style-type: none"> <li>• Query Handling &amp; follow up – Nodal officer</li> <li>• SOP for queries and other processes</li> <li>• Site Visit</li> <li>• RMs for large cases (sector alignment)</li> <li>• Coordination with IDC</li> <li>• Grievance Handling</li> <li>• Nodal Officer - Single Window</li> <li>• Aftercare</li> </ul>	<ul style="list-style-type: none"> <li>• Promotion</li> <li>• Event Calendar</li> <li>• Roadshow</li> <li>• Mega summit</li> <li>• Delegations - Inbound &amp; Outbound</li> <li>• Representing state &amp; delivering presentations</li> <li>• Information provision &amp; collateral development*</li> <li>• List of potential investors/investor pipeline development</li> <li>• Coordination with industry/sectoral chambers/associations</li> </ul>
<b>Knowledge Partner</b>	Content Support	EODB – Advocacy and coordination	Information repository Nodal officer - query	Support for Road shows and Events

**5.1 HIRING & JOB DESCRIPTIONS:-**

Initial recruitment of the right caliber personnel is crucial to operational success of the IPA. In keeping with changing external conditions and responses by the IPA, staff shall be recruited to meet changing circumstances of competition for investments.

In recruiting staff, the **intake from the private and the public sectors** should be balanced, as the skills and experience of both sectors are essential. Recruitment and staffing are critical because successful investment promotion and facilitation is **essentially a ‘people’ business**.

Job descriptions for the above personnel is provided below:

<b><u>Marketing &amp; Communications Unit:</u></b>	
Key Result Areas	<p>Marketing &amp; Communications team will manage all facets of marketing, branding and communications for Invest Assam. This will include but not limited to:</p> <ul style="list-style-type: none"> <li>• Website Development and Management</li> <li>• Brand Communications Strategy and Management</li> <li>• Marketing Material Development</li> <li>• Social Media strategy and execution</li> <li>• Media /Public Relations Strategy and Management</li> <li>• Vendor Management with Empanelled Agencies such as Design Agency, Printers, Translators, Knowledge Partners, Logistics Partners, Media Partners</li> <li>• Event Support for organizing as well as participating in small and mega events, roadshows, round tables, fairs &amp; exhibitions</li> </ul>
Candidate Specification	<ul style="list-style-type: none"> <li>• Graduation/Post Graduation Degree in Marketing &amp; Communications with experience in management of Social Media, Media &amp; PR, Advertising, Brand Communications, Website Development &amp; Management would be preferred.</li> <li>• Excellent Oral &amp; Written Communication, People and Analytical skills are a must for all the roles</li> </ul>

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**Policy & Research Unit:**

Key Result Areas	<ul style="list-style-type: none"> <li>• Responsible for policy advocacy, providing inputs such as benchmarks, best practices and undertaking stakeholder consultations with industry, government, academia for development of new state policies as well as enhancing existing policies.</li> <li>• Collating issues across sectors and companies and providing inputs to respective departments and policy makers for resolution as well as policy advocacy.</li> <li>• The Team will be responsible for preparation of reports &amp; MIS, sector wise analysis, select country analysis, location benchmarking, news alerts and newsletters and talking points etc.</li> <li>• Responsible for ensuring the use of knowledge management methodologies and processes to create a centralized database.</li> <li>• Conduct research, Collect and Collate research data, prepare draft reports to be published on the website as well as printed.</li> <li>• Work with economic research firms, think-tanks, market analyst firms</li> </ul>
Candidate Specification	<ul style="list-style-type: none"> <li>• Graduation/Post-Graduation Degree and with experience in managing projects preferably in a Consulting / Market Research Organization with strong writing and presentation skills.</li> <li>• Experience in preparation of info graphics, charts will be an added advantage.</li> <li>• Excellent Communication, People and Analytical skills are a must for the role.</li> </ul>

**Investment Targeting & Promotion Unit:**

Key Result Areas	<p>The Investment Targeting &amp; Promotion Unit will be responsible for preparing and implementing the Investor Targeting &amp; Promotion strategy and all facets related to it such as but not limited:</p> <ul style="list-style-type: none"> <li>• Map out/ Identify potential investors across sectors and geographies for Proactive Investor Targeting &amp; Outreach</li> <li>• Developing list of potential investors/investor pipeline development</li> <li>• Event Calendar development</li> <li>• Roadshow plan and execution in select Indian Cities and abroad</li> <li>• Mega summit end to end management - planning, coordination, execution, pre-&amp; post execution activities</li> <li>• Inbound &amp; Outbound delegations - end to end coordination, facilitation &amp; follow ups</li> <li>• Representing state &amp; delivering presentations in various outreach events, forums and key meetings to focused investors, top global corporates and Indian Missions</li> <li>• Information provision &amp; collateral development for showcasing state strengths and opportunities on socio-economic-educational fronts</li> <li>• Coordination with industry/sectoral chambers/associations and various departments in State and Central Government on a regular basis</li> </ul>
Candidate Specification	<ul style="list-style-type: none"> <li>• Graduation/Post-Graduation Management Degree with experience in Project Management, Business development, Client relationship management, account management preferable.</li> <li>• Excellent Communication, People and Analytical skills are a must for the role.</li> <li>• Working knowledge of a foreign language will be preferred</li> </ul>

**Investment Facilitation Unit:**

Key Result Areas	The team will be responsible for end to end facilitation and handholding serious investors from the point-of-arrival to point of
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	<p>departure, providing them with all required information, assisting them in formulating their investment plans, helping their India visits, accompanying them during their site visits, coordinating meetings with industries and other line departments, helping in finding potential Indian joint venture partners, helping fill Common Application forms, making investment and incentive applications through the single window system and expedite their approvals and clearances.</p> <p>The activities will include but not limited to:</p> <ul style="list-style-type: none"> <li>• Information Provision</li> <li>• Coordination with Single Window Agency</li> <li>• Query Handling &amp; follow up on queries</li> <li>• Drafting and maintaining SOP for queries and other processes</li> <li>• Undertaking Site Visit with investors</li> <li>• Relationship Manager for large cases for complete handholding from pre-investment to project execution and aftercare</li> <li>• Coordination with Industrial Development Cooperation for identification of land parcel for investors</li> <li>• Grievance Handling to solve recurring issues faced by investors and to expedite their investment plans / operation issues faced</li> <li>• Undertaking surveys and managing relationships with existing investors, solving issues faced and facilitating their expansion plans, collating policy feedbacks to develop and execute an Aftercare strategy.</li> <li>• Liaising with various Central and State Government Ministries and departments</li> <li>• Preparation of reports on a regular basis</li> <li>• Receiving and accompanying investors for select meetings</li> <li>• Participate in international fairs</li> </ul>
Candidate Specification	<ul style="list-style-type: none"> <li>• Graduation/Post-Graduation Management Degree with strong experience in a client servicing role preferably in a Banking/Consulting/Advertising/ Market Research organization or any other sector with client servicing background.</li> <li>• Experience in managing India Market Entry Projects will be an added advantage.</li> <li>• Excellent Communication, People and Analytical skills are a must for the role.</li> </ul>
<b>CEO:</b>	
Key Result Areas	<ul style="list-style-type: none"> <li>• The CEO will head Invest Assam and be responsible for development and execution of overall mandate and strategy</li> <li>• She/He will be the face of the organization and will manage relationship with the Board, Senior Government Officials, Political leadership, Policy Makers and CEO's of Corporates</li> <li>• Work closely with state industries department, state sectoral departments and concerned agencies and help them with their investment targeting, promotion and facilitation</li> <li>• Undertake research to determine industry competitiveness of State and propose strategies to enhance Assam as an investment destination</li> <li>• Proposing for the Board's approval of the operating and marketing plans for investment promotion including Financial budgets</li> <li>• Performing such other functions and duties as determined by the Board / Chairman</li> </ul>
Candidate Specification	<ul style="list-style-type: none"> <li>• Strong experience of Management of Organisations, Companies, Agency, Industries, Academia Institute etc.</li> <li>• MBA Marketing or Finance with engineering background.</li> <li>• Preferably experience in managing the incubation centre, successful start up entity.</li> <li>• Excellent communication skill, analytical skill, working experience in Industry will also be preferred.</li> <li>• Age should not be more than 40 years.</li> </ul>

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	<ul style="list-style-type: none"> <li>• Educational qualification in Management and working experience in companies similar to Invest India may be the desired qualification.</li> </ul>
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## **6. ROLE OF KNOWLEDGE PARTNERS:-**

The activities in which the knowledge partner may be involved shall include:

- Mega investor summit activities & roadshows
- Investor Outreach
  - Creating a database of firms to be targeted
  - Planning and Coordinating B2G meetings
  - Assist in Marketing, Communications & Promotion of State's investment offerings
  - Create knowledge & marketing collaterals (Knowledge content)
  - Support in organising roadshows / country visits for Senior Govt. delegation(s) to promote State's offerings and seek investments
  - Develop customized Offering for Investors
  - Investment Leads Monitoring & Management
- Investor Facilitation
  - Query handling
  - Assist in MOU drafting and finalising
  - Follow-up for MOUs
  - EODB - Advocacy and coordination
  - Information repository
  - Investible projects

## **7. HIRING OF MANAGEMENT TRAINEES / YOUNG OFFICERS :-**

Invest Assam shall have a policy of hiring young personnel for short term as Relationship of Executives. Assignments for such interns shall be kept prepared.

## **8. NODAL OFFICER:-**

Nodal officers of concerned Department shall be nominated for Invest Assam – can have regular meetings in person basis the requirements and for status updates. This is more critical for officers from Sectoral Departments e.g. Agribusiness or Tourism. This shall help in effective coordination and smooth functioning of investment proposals and grievance handling.

A request shall be made to World Bank to depute food / agribusiness experts to Invest Assam under World Bank's APART Project (Assam Project for Agribusiness and Rural Transformation).

## **9. FINANCING OF THE AGENCY:-**

1. The Board shall, during each financial year, prepare, in such form and at such a time as may be prescribed, a budget in respect of financial year next ensuing; showing the estimate receipt and expenditure and copies thereof shall be forwarded to Government.
2. The fund required for administration of the Board shall be provided by the Government from time to time, on priority, keeping in view the importance of investment promotion for economic development of Assam.

### **9.1 ACCOUNTS AND AUDIT:-**

1. The company shall maintain proper books of Accounts and other books as may be prescribed and prepare an annual statement of Account.
2. The company shall cause its Accounts to be audited annually by the statutory and Government auditors. The auditors shall have the right to demand the production of books, accounts, connected vouchers, documents and to papers and inspect the Office of the proposed company.

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3. As soon as the accounts of the company have been audited, thus the company shall send a copy thereof together with a copy of the report of the auditor thereon to the State Government
4. The company shall comply with such direction as the state Government may after the perusal of the report of the auditors thinks fit to issue.

Sd/-(Ravi Capoor, IAS)  
Additional Chief Secretary to the Govt. of Assam,  
Industries & Commerce Department . .

Memo No.CI(I-CELL)12/2018/Pt-I/76 -A

Dated Dispur, the 17<sup>th</sup> September, 2018

Copy to:

- 1) All Addl. Chief Secretary/Principal Secretary/Commissioner & Secretary/Secretary to the Govt. of Assam for kind information.
- 2) The Principal Secretary to the Chief Minister, Assam, Dispur, Guwahati-6, for kind information.
- 3) The Under Secretary to the Govt. of India, Ministry of Commerce and Industries, Department of Industrial Policy & Promotion, Udyog Bhawan, New Delhi-110011, for kind information.
- 4) The Resident Commissioner to the Govt. of Assam, Assam House, New Delhi, for kind information.
- 5) All Principal Secretaries of the Autonomous Councils, for kind information
- 6) All Commissioner of Divisions, Assam, for kind information.
- 7) The Commissioner, Industries & Commerce, Assam, Bamunimaidam, Guwahati-21. He is requested to make wide circulation of this notification.
- 8) All Deputy Commissioners for information.
- 9) The Managing Director, AIDC/ASIDC/AIIDC for information and with a request to upload the same in their respective website.
- 10) All General Manager, DI & CCs for information.
- 11) The S.O. to Chief Secretary, Assam for kind appraisal of Chief Secretary.
- 12) The Deputy Director, Assam Govt. Press, Bamunimaidam, Guwahati-21 with a request to publish the Notification in the next issue of the Gazette and to furnish 100 copies of the Gazette notification to this Department.
- 13) The Joint Secretary to the Govt. of Assam, Industries & Commerce Department & i/c Website with a request to upload the same in the departmental website.
- 14) All P.S. to Ministers/Ministers of State, Govt. of Assam for kind appraisal of Hon'ble Ministers/Ministers of State.
- 15) The P.S. to Addl. Chief Secretary to the Govt. of Assam, Industries & Commerce Department, Dispur, for kind appraisal of Addl. Chief Secretary.
- 16) The P.S. to Commissioner & Secretary to the Govt. of Assam, Industries & Commerce Department, Dispur, for kind appraisal of Commissioner & Secretary.

By order etc.,

  
Joint Secretary to the Govt. of Assam  
Industries & Commerce Department.