

GOVERNMENT OF ANDHRA PRADESH
DEPARTMENT OF REAL TIME GOVERNANCE

Circular No. RTG01-RTG0RTGS(ESTT)/65/2025-DIR-FIN/ACT dated .04.2025

Sub: Launch of WhatsApp Governance (Mana Mitra) Awareness Camps,
Cyber Safety and Shakti App – Certain Instructions – reg.

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It is to submit that, all the District Collectors are requested to initiate awareness campaigns from 15th April 2025 onwards, focusing on the following activities to ensure maximum public outreach:

1. Village and Ward Level Awareness Campaigns Launch campaigns across all villages and wards to promote Mana Mitra WhatsApp governance services.

2. Hoarding Placement: Display hoardings at prominent public spaces such as Village/Ward Secretariats, schools, hospitals, and bus stands. I&PR will provide standard design templates for uniformity.

3. Household Outreach by GSWS Staff:

GSWS staff must visit every household to:

- Explain the services available via Mana Mitra WhatsApp.
- Encourage saving the Mana Mitra WhatsApp number.
- Demonstrate how to use text, voice, and Telugu messages to access services.
- Demonstrate the videos to public on WhatsApp Governance .

4. Pamphlet Distribution: Printing must be completed at the district level @ 1 Pamphlet per Household. Distribute printed pamphlets containing Cyber security, Shakti App for Women and Child and QR codes linking to the Mana Mitra WhatsApp number.

5. Awareness on Shakti App & Cyber Fraud Issues Educate citizens on the usage of the Shakti App for women's safety and raise awareness about common cyber frauds such as OTP scams, phishing, and job-related frauds.

Your cooperation in ensuring the success of this initiative is appreciated.

K.BHASKAR, IAS,
SECRETARY TO GOVERNMENT (FAC)

To
All the District Collectors in the State,

Copy to:
All Spl.CS/Principal Secretaries/Secretaries
Ps. To Prl. Secretary to HCM
All the HoDs
CEO, RTGS.