

GOVERNMENT OF ANDHRA PRADESH
GRAMA SECRETARIATS AND WARD SECRETARIATS DEPARTMENT

From
 Sri M.Siva Prasad, I.F.S.,
 Director,
 GSWS Department,
 Vijayawada.

To
 All the Collectors & District
 Magistrates in the State.

Lr. RC.No. GWS02-COOR0IDC(null)/116/2025-DS (2953451), Dt: 30-08-2025

Sir,

Sub: GSWS Department – Digital Services – All GSWS Functionaries mapped to Clusters of the respective Secretariats – To Conduct door-to-door campaigns on every Friday to promote the use of Mana Mitra (WhatsApp Governance) – Certain instructions – issued - Regarding.

- Ref:
1. Circular No. RTG01-RTG0RTGS(ESTT)/65/2025-DIR-FIN/ACT dated 07.04.2025.
 2. This Office Letter No: 2792799/GSWS/E-334/2025, dt. 15-04-2025.
 3. Lr. No. RTG01-RTG0RTGS/31/2025, dated. 16.07.2025 of the Secretary to Government, RTGS.
 4. This Office Lr. RC. No. 2900845/GSWS/E/Mana Mithra/2025, Date: 21-07-2025.
 5. This Office Cir. Roc No: GWS02-COOR0EXB(null)/1/2025-DS (2916215), Dated. 26-07-2025

Adverting to the above the references cited above, it is to inform that the Government of Andhra Pradesh is providing 709 different public services through the Mana Mitra WhatsApp Governance platform, enabling citizens to access services without visiting government offices.

Further, in the references from 1st to 5th cited, Certain Modalities & Guidelines were issued for conducting of the WhatsApp Governance (Mana Mitra App) Rallies on 5th of every month in the jurisdiction of Village /Ward Secretariats by all the Functionaries.

Further to ensure widespread awareness and effective utilization of the Mana Mitra platform, the Government have decided that all the GSWS (Grama/Ward Sachivalayam) functionaries shall undertake door-to-door campaigns on every Friday and educate the citizens about the Mana Mitra platform, and assist in availing services through MANA MITRA platform.. This initiative is expected to significantly improve citizen interface with Government services delivery and further the vision of digital governance in the State.

In this regard, the following guidelines are issued for strict compliance:

A. Campaign Day – Every Friday:

Door-to-door campaigns shall be conducted on every Friday across all the Secretariats. Functionaries shall interact with citizens, educate them about the

Mana Mitra platform, and assist in availing services through MANA MITRA platform.

- Demonstrate how to use Mana Mitra.
- Explain important services available through the platform.
- Encourage digital participation in governance.

B. Reporting and Monitoring:

- All Secretariat-level digital assistants shall compile and submit a brief report every Friday evening on the campaign's outreach and citizen feedback to MPDO/MCs.
- Nodal officers at Mandal and Municipal levels shall monitor the implementation and ensure accountability.
- All the Secretariat Employees should assist the citizens to avail at least one Whatsapp Service/Informative Service from each house hold mapped to the respective employee during the campaign.

In view of the above, All District Collectors are requested to ensure effective implementation of the above instructions and to take necessary steps for smooth conduction of door-to-door campaigns on every Friday.

Yours Faithfully,
M SIVA PRASAD, I.F.S
Director

Copy submitted to
The Secretary to Government, GSWS Department.