

# 'Government outreach for MSMEs now via WhatsApp in Andhra Pradesh'

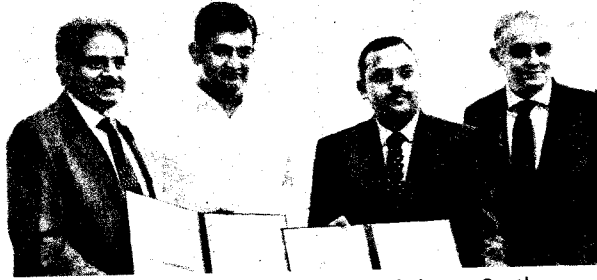
**Our Bureau**  
Chennai

In a bid to simplify governance, the Andhra Pradesh government will now resort to WhatsApp for MSME outreach. In the last 18 months, the Chandrababu Naidu-led State government extended services to people on WhatsApp.

A similar model will be expanded to MSMEs, said the State's Minister for MSME Kondapalli Srinivas at the Indo-German Chamber of Commerce's 59th Annual Regional Meet 2025 in Chennai on Tuesday.

The State's vision for the future is to create a conducive environment, where an entrepreneur comes from every family, as espoused by CM Naidu, he said.

At the core of the State's transformation story, the Minister said, lies the Ratan Tata Innovation Hub. With the Central Amaravati Hub and five spokes, the centre nurtures ideas, handholds start-ups and encourages entrepreneurs through a network of incubators, centres of excellence, research institutes, VC funding firms, gov-



**RIISING ANDHRA.** (left) Ranjit Pratap, Chairman, Southern Region Council, Indo-German Chamber of Commerce; Kondapalli Srinivas, Minister for MSME, Andhra Pradesh; Vishwa Manoharan, CEO, Andhra Pradesh MSME Development Corporation; and Michael Hasper, Consul General of Germany

ernment bodies, prototyping centres, corporates and consulting firms.

While the hub will deal in transfer of technology, knowledge, capability and data, the spoke centres in various zones will be involved in setting up innovative start-ups, MSMEs and ground-level requirements, he said. "Our vision is to turn AP in to a \$2.4 trillion economy by 2024. We are targeting a 15 per cent annual growth rate of GSDP," he said.

At the event, an exchange of a letter of intent took place between IGCC and the Andhra Pradesh MSME Development Corporation.

The partnership will promote the entry and expansion of German industries across manufacturing and trade sectors in the State.