Mr. J.A. Chowdary's role includes advising and assisting the government in bringing in investments, generating employment, and encouraging innovation and start-up activities. The primary objective is to attract investments to Amaravati, securing funds for start-pus and create opportunities for the vouth of the State. Mr. Chowdary had earlier served as Chairman of the Board of Software Technologies Parks of India (STPI), Hyderabad and Chennai. He was one of the key personalities instrumental in bringing about an IT revolution in Hyderabad.