#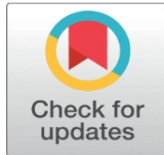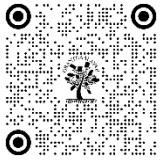 THE ROLE OF DIGITAL TOOLS IN MANAGING SPORTS EVENTS: A CASE STUDY OF THE TAMIL NADU CHIEF MINISTER'S CHAMPIONSHIP 2024-25

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ABSTRACT

The increasing adoption of digital tools has transformed sports event management, enhancing efficiency, accessibility, and inclusivity. This paper evaluates the role of the SFA Sporting Services Private Limited (Game Management System-GMS) app in organizing the Tamil Nadu Chief Minister's Championship 2024-25. By analyzing event participation data and app functionalities, the study underscores the impact of digital solutions in streamlining operations, especially for differently abled athletes.

1. INTRODUCTION

The integration of technology in sports management has revolutionized event coordination, enabling seamless scheduling, athlete tracking, and real-time updates. The Tamil Nadu Chief Minister's Championship 2024-25 exemplifies this shift, leveraging the SFA Sporting Services Private Limited (Game Management System-GMS) app to manage diverse sporting categories, including differently abled participants.

2. METHODOLOGY
2.1. A MIXED-METHOD APPROACH WAS ADOPTED

- Quantitative Analysis: Examination of participation statistics from the event data sheet.
- Qualitative Analysis: Feedback from stakeholders, including athletes, organizers, and referees.
- Comparative Analysis: Benchmarking with other digital sports initiatives like the Khelo India Youth Games.

3. RESULTS AND DISCUSSION
3.1. PARTICIPATION DATA

The Tamil Nadu Chief Minister's Championship 2024-25 successfully included over 2,000 athletes, with a significant number of differently abled participants. The data highlights the following breakdown:

Category	100m (Men)	100m (Women)	Shot Put (Men)	Shot Put (Women)	Team Games (Men)	Team Games (Women)	Total Participants
Visually Challenged	27	21	25	14	189	63	339
Physically Challenged	31	25	19	22	75	0	172
Physically Challenged (Badminton)	0	0	0	0	75	56	131
Physically Challenged (Table Tennis)	0	0	0	0	86	40	126
Intellectually Challenged	29	26	24	22	266	266	633
Hearing Impaired	26	20	16	17	168	91	338
Cerebral Palsy	23	9	16	8	56	0	112

4. ROLE OF THE SFA SPORTING SERVICES PRIVATE LIMITED (GAME MANAGEMENT SYSTEM-GMS) APP
4.1. THE APP PLAYED A CRUCIAL ROLE IN ENSURING SMOOTH EVENT EXECUTION THROUGH THE FOLLOWING FEATURES

- **Athlete Registration and Profiling:** Digital onboarding reduced paperwork and streamlined athlete management.
- **Scheduling and Notifications:** Automated scheduling minimized conflicts and ensured real-time communication.
- **Live Updates:** Instant result tracking and medal tallies improved transparency.
- **Analytics and Reporting:** Post-event insights provided valuable data for future improvements.

5. IMPACT ON INCLUSIVITY

One of the key strengths of the app was its ability to facilitate participation from differently-abled athletes. By simplifying registration and scheduling, the app ensured equal opportunities for all participants, promoting inclusivity in grassroots sports.

6. CHALLENGES AND RECOMMENDATIONS
6.1. WHILE THE DIGITIZATION OF EVENT MANAGEMENT PROVED EFFECTIVE, SOME CHALLENGES PERSISTED

1) **Digital Literacy:** Some participants and organizers required additional training.
   Recommendation: Conduct app training sessions before the event.
2) **Infrastructure Gaps:** Connectivity issues in rural venues affected app performance.
   Recommendation: Improve internet infrastructure and develop offline functionalities for the app.

3) **Enhanced Features:** More AI-driven insights could enhance athlete performance tracking.
   Recommendation: Integrate AI analytics for personalized performance insights.

7. CONCLUSION

The Tamil Nadu Chief Minister's Championship 2024-25 demonstrated the transformative potential of digital tools in sports event management. The SFA Sporting Services Private Limited (Game Management System-GMS) app effectively streamlined operations, enhanced inclusivity, and improved efficiency. Addressing existing challenges can further optimize digital adoption in future sporting events.

CONFLICT OF INTERESTS

None.

ACKNOWLEDGMENTS

None.

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