



E-Government and Digital Transformation in Public Administration in Physical Education and Sports

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Abstract:

Digital transformation and e-government initiatives have significantly influenced public administration in various sectors, including physical education and sports. The integration of digital technologies in sports administration enhances transparency, efficiency, and accessibility of services. Governments across the world are increasingly adopting e-governance systems for the management of sports programs, athlete databases, infrastructure development and policy implementation.

The application of digital platforms such as online registration systems, sports performance analytics, artificial intelligence and data management systems has improved decision-making and resource allocation in the field of sports administration. In educational institutions, digital tools help in monitoring student fitness, organizing competitions, managing sports facilities and maintaining athlete records.

This paper examines the role of e-government in transforming the administration of physical education and sports. It highlights the benefits of digital governance such as improved service delivery, accountability, data-driven decision making and wider participation in sports programs. The study also discusses challenges such as digital divide, lack of technical infrastructure and training requirements for administrators.

The research suggests that the adoption of digital technologies in sports administration can lead to better governance, efficient management of resources and improved athlete development. Therefore, policymakers, educational institutions and sports organizations should focus on strengthening digital infrastructure and capacity building to ensure effective implementation of e-government initiatives in the sports sector.

Keywords: E-Governance, Digital Transformation, Physical Education, Sports Administration, Innovation, Technology

Introduction:

In the modern era, digital technologies have transformed the functioning of public administration across different sectors. The concept of e-government refers to the use of information and communication technologies (ICT) by government institutions to provide services, exchange information and improve administrative efficiency.

Physical education and sports administration have also been influenced by

digital transformation. Governments and educational institutions are increasingly adopting digital platforms for managing sports programs, athlete performance data, facility management and policy implementation.

The integration of digital technologies helps improve transparency, accountability and efficiency in sports governance. Through digital tools such as mobile applications, online portals and data analytics systems, sports administrators

can manage resources effectively and enhance the participation of citizens in sports activities.

Concept of E-Government in Public Administration:

E-government involves the application of ICT in government operations to improve service delivery and governance. It includes digital services such as:

- Online registration systems
- Digital documentation and record management
- Online grievance redressal systems
- Data analytics and decision support systems
- Mobile applications for citizen engagement

In the context of physical education and sports, e-government platforms enable better coordination between government agencies, sports organizations, educational institutions and athletes.

Digital Transformation in Physical Education and Sports:

Digital transformation refers to the integration of digital technology into all aspects of an organization or system. In sports and physical education, digital transformation has resulted in various innovations, including:

- 1. Athlete Management Systems:** Digital databases are used to maintain athlete profiles, training records and performance statistics. This helps coaches and administrators monitor progress and plan training programs.
- 2. Online Sports Registration:** Many sports events now use online registration portals that simplify participation and reduce administrative workload.
- 3. Performance Analytics:** Advanced technologies such as video analysis and wearable fitness devices help analyze athlete performance and prevent injuries.

4. Digital Fitness Monitoring: Educational institutions use mobile applications and software to monitor student fitness levels and participation in physical activities.

Role of E-Government in Sports Administration:

E-government initiatives play a significant role in improving sports governance. Some important contributions include:

- 1. Transparency in Sports Management:** Digital systems ensure transparency in athlete selection, funding distribution and event management.
- 2. Efficient Resource Management:** Government authorities can track sports infrastructure, equipment distribution and funding allocation using digital platforms.
- 3. Improved Communication:** Online platforms facilitate communication between sports organizations, athletes and government departments.
- 4. Promotion of Grassroots Sports:** Digital platforms help identify young talent and promote participation in sports programs.

Benefits of Digital Transformation in Physical Education:

The adoption of digital technologies in sports administration offers several benefits:

- Improved efficiency in sports management
- Better data collection and analysis
- Transparent decision-making processes
- Increased participation in sports activities
- Effective monitoring of athlete performance

Digital tools also enable remote coaching, online training modules and virtual sports education programs.

Challenges in Implementation:

Despite the benefits, several challenges exist in implementing e-government systems in sports administration.

1. Digital Divide: Lack of internet access and technological resources in rural areas limits the effectiveness of digital platforms.

2. Lack of Technical Skills: Sports administrators and coaches may lack adequate training in digital technologies.

3. Infrastructure Issues: Many sports institutions do not have sufficient digital infrastructure.

4. Data Security Concerns: Protecting athlete data and maintaining privacy is an important challenge.

Recommendations:

To enhance digital transformation in sports administration, the following steps are recommended:

- Development of digital infrastructure in sports institutions
- Training programs for sports administrators and coaches
- Implementation of national digital sports databases
- Promotion of research in sports technology
- Collaboration between government, educational institutions, and sports organizations

Conclusion:

E-government and digital transformation have become essential components of modern public administration. In the field of physical education and sports, digital technologies provide opportunities for efficient management, transparent governance and improved athlete development.

The adoption of innovative digital systems can significantly enhance sports administration and promote wider participation in sports activities. However, successful implementation requires adequate infrastructure, technical training and supportive policies.

Therefore, governments and educational institutions must focus on integrating digital technologies into sports administration to achieve sustainable development in the field of physical education and sports.

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