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Sports ERP: Odisha's Winning Formula for Digital Governance

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In the farthest corners of India; be it a sprinter in Rayagada or a young swimmer in Sundargarh—talent often blooms in silence. But what happens when a promising athlete loses a scholarship due to paperwork errors, misses a training camp because of communication gaps, or simply goes unnoticed because there's **no system to track performance**?

This isn't a rare story—it's the reality for thousands of athletes across India.

Despite India's sports budget reaching **?3,397 crore in the Union Budget 2024–25** (a 25% increase from the previous year) and state governments making sizable investments in sports infrastructure, the backend governance systems remain woefully outdated. Most sports departments continue to rely on manual processes, fragmented data, and siloed workflows that hinder effective athlete support and resource optimization.

The **Khelo India initiative**, **Olympic Podium Scheme (TOPS)**, and **state-level talent development programs** have created momentum; but the gap between intent and impact remains wide. According to the Ministry of Youth Affairs & Sports, over **2,500 athletes** are being supported under national programs, yet many state-level athletes still struggle for visibility and benefits due to poor data systems.

That's where the need for a **Sports ERP,** an end-to-end digital platform for managing athletes, infrastructure, and incentives—becomes critical. A robust Sports ERP is no longer optional—it is essential for streamlined, inclusive, and accountable sports governance. Odisha is showing the way forward.

Odisha's Digital Leap: CSM's Sports ERP in Action



Odisha, a state that has steadily climbed the national sports ladder with its investments and strategic vision, recognized early on that ambition alone isn't enough—systems matter. In response, the Government of Odisha partnered with CSM Tech to architect and implement a groundbreaking solution: a **full-suite Sports ERP platform**, designed from the ground up to modernize how sports are managed, supported, and scaled across the state.

This Sports ERP solution wasn't just a digital tool—it was a shift in philosophy. It centralized and digitized athlete management with a **unique Golden Athlete ID system**, ensuring each sportsperson had a verified, Aadhaar-linked identity. From the first day of registration to retirement, the entire athlete lifecycle was mapped, including participation in events, access to scholarships, and career progression. Gone were the days of manual records and unverifiable claims—replaced now by seamless tracking and real-time dashboards that offered decision-makers actionable insights on performance, scheme disbursal, infrastructure usage, and more.

One of the most transformative aspects of the system was the integration of automated **Direct Benefit Transfers (DBT)**, which brought transparency and speed to disbursing pensions and scholarships. In parallel, infrastructure and hostel management were digitized, with facilities across the state—from stadiums to training centers—now accessible through online booking, enabling a citizen-friendly **"Pay & Play"** model.

Equally powerful was the digitized talent scouting module, which allowed scouts to identify promising athletes from every corner of the state—including remote blocks—and bring them into the system with complete digital records. The scale of the impact was remarkable: over

44,000 verified athletes were onboarded, with more than **2,300 players** directly benefiting from **13 major sports schemes**. Odisha's sports department gained unprecedented visibility and control through real-time dashboards, and facility bookings became efficient, accessible, and transparent. A massive grassroots push saw talent identification efforts across 428 blocks, all seamlessly captured within the ERP.

At the core of this transformation was CSM Tech—leveraging its deep experience in digital governance and its vision for inclusive, scalable solutions. What Odisha achieved is more than just digital transformation—it's a replicable model for other states to emulate. With **CSM's Sports ERP**, the state has laid the foundation for an ecosystem where athletes are empowered, infrastructure is utilized efficiently, and governance is driven by data—not guesswork.

A Blueprint for India: Why Every State Needs to Act Now



As India accelerates toward a digitally empowered future, the modernization of sports governance can no longer remain on the sidelines. The success of Odisha's Sports ERP—developed and implemented by CSM Tech—serves as a ready-to-deploy blueprint for other states. With **Aadhaar integration, DPI compliance, multilingual support, modular architecture, and cloud-based scalability**, the system is designed to adapt to diverse regional needs while maintaining a national standard.

States like **Maharashtra, Madhya Pradesh, Tamil Nadu, and Uttar Pradesh**—each with sizeable sports budgets and ambitious youth programs—can leapfrog administrative inefficiencies and build athlete-centric ecosystems backed by real-time data and governance tools.

But this transformation isn't just about software. It's about recognizing and nurturing talent before it slips through the cracks. In a nation of **1.4 billion dreams**, a single platform can be the bridge between anonymity and achievement. Odisha has already taken the leap. It's time the rest of India followed—because the next sporting icon deserves a system that's ready for them.



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