



Organizational Dynamics And Impact Of Hockey Namme On Hockey Development: Perspectives From Coorg

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Abstract: This article investigates the organizational dynamics of Hockey Namme and its impact on hockey development in Coorg. For this study, we used qualitative research to explore how Hockey Namme influences hockey development in Coorg. We conducted semi-structured interviews with 60 participants, including players, coaches, administrators and community supporters involved with Hockey Namme. These interviews were designed to gather insights into how the organization operates, its promotional strategies, community involvement and the perceived impact of Hockey Namme on hockey in Coorg. Participants were selected based on their active roles within Hockey Namme to ensure diverse perspectives. Interviews were recorded and transcribed and thematic analysis was used to identify key themes in the data. We followed ethical guidelines to ensure participants' confidentiality and voluntary participation throughout the study. By analyzing stakeholders' perspectives and historical data, the research highlights how Hockey Namme has fostered grassroots participation, enhanced skill development and contributed to the regional and national prominence of Coorg in hockey. The findings offer insights into effective organizational practices and their implications for sports development initiatives globally.

Index Terms - Organizational Dynamics, Hockey Namme, Development, Coorg

I. Introduction

Hockey Namme, which was founded as a cornerstone of Coorg's sports identity, has emerged as a significant organization promoting hockey development through strategic initiatives and community outreach. Coorg, known for its love of hockey, has discovered a cultural light in Hockey Namme, which not only develops talent but also raises the sport's profile in the local community and beyond (Smith, 2020). Hockey Namme is built on the ideas of inclusivity and quality, and it uses a structured organizational design that encourages collaboration and decentralized decision making. This method ensures that all stakeholders, including players, coaches, administrators, and community members, actively shape the organization's future (Kumar & Rao, 2019). Hockey Namme improves operational efficiency, community cohesiveness, and support for hockey activities by instilling a sense of ownership among its members. Hockey Namme adopts a diversified strategy to promote hockey at the grassroots level and beyond. Tournaments, coaching clinics, and outreach initiatives are essential components of its promotional strategy, recruiting participants

from all backgrounds and cultivating a strong athletic culture in Coorg (Hockey India, 2023). These activities not only promote physical talent, but also instill values such as discipline, teamwork, and sportsmanship in youngsters, hence contributing to overall development (Smith, 2020). Furthermore, Hockey Namme's significance extends beyond athletic successes, substantially influencing Coorg's sociocultural fabric. Through collaborations with local schools, businesses, and community organizations, the organization integrates hockey into the larger community narrative, promoting active lifestyles and cultural pride (Kumar & Rao, 2019). This integration not only increases visibility and support for hockey, but also reinforces Coorg's identity as a center of sporting excellence. In essence, Hockey Namme demonstrates the transformative impact of sports groups in promoting community development and developing athletic talent. This research investigates the operational complexities, promotional methods, and socio-cultural repercussions of Hockey Namme in Coorg, providing insights into effective sports management practices and their global implications for sports development.

II. Statement of the Problem

Despite Hockey Namme's prominent significance in the Coorg athletic scene, there is still a lack of information about the organization's distinctive organizational dynamics, promotional techniques, and socio-cultural implications on hockey development. While there is anecdotal evidence of its influence, a thorough investigation is required to systematically analyze how Hockey Namme influences hockey development in Coorg, as well as the broader implications for sports management and community participation.

III. Objectives of the Study

1. To explore the organizational structure and operational mechanisms of Hockey Namme.
2. To analyze the promotional strategies employed by Hockey Namme
3. To assess the socio-cultural impact of Hockey Namme on the local community
4. To evaluate the perceived effectiveness of Hockey Namme in enhancing skill development among players

IV. Purpose of the Study

The goal of this research is to conduct a thorough examination of Hockey Namme's organizational dynamics, promotional techniques, and socio-cultural impact on hockey development in Coorg. By addressing these objectives, the project hopes to produce empirical findings that will guide effective sports management techniques, improve knowledge of community engagement in sports, and serve as a model for promoting hockey at the grassroots level around the world.

V. Methodology

For this study, we conducted qualitative research to determine how Hockey Namme promotes hockey development in Coorg. We performed semi-structured interviews with 60 Hockey Namme participants, which included players, coaches, administrators, and community supporters. These interviews

were conducted to gain insight into how the organization works its promotional techniques, community involvement, and Hockey Namme's perceived impact on hockey in Coorg. Participants were chosen based on their active activities in Hockey Namme to guarantee a variety of opinions. Interviews were taped and transcribed, and thematic analysis was utilized to identify major themes in the information. Throughout the study, we followed ethical rules to preserve the confidentiality of individuals and their voluntary involvement.

VI. Analysis and Interpretation of Data

Table-1: Table showing of opinion of respondents on Hockey Namme's organizational dynamics, promotional strategies and socio-cultural impact on hockey development in Coorg.

Question	Response Category	Count	(%)	Interpretation
Participant Information				
Q1: Role with Hockey Namme	Player	20	33.3%	A significant portion of respondents are actively engaged as players within Hockey Namme.
	Coach	12	20.0%	Coaches play a crucial role in shaping the organizational and training aspects within Hockey Namme.
	Administrator	15	25.0%	Administrators contribute to the operational and strategic management of Hockey Namme.
	Supporter	13	21.7%	Support from community members and enthusiasts is notable in sustaining Hockey Namme activities.
Q2: Length of Involvement	Less than 1 year	8	13.3%	Indicates potential turnover or recent growth in participant base.
	1-3 years	25	41.7%	Stability in involvement with room for continued engagement and growth.
	3-5 years	18	30.0%	Long-term commitment likely contributing to institutional memory and stability.
	More than 5 years	9	15.0%	Demonstrates dedication and experience, likely influencing leadership and organizational culture.
Question	Response Category	Count	(%)	Interpretation
Organizational Structures and Practices				
Q3: Organizational Structure	Hierarchical	10	16.7%	Indicates a structured approach to management and decision-making within Hockey Namme.
	Collaborative	30	50.0%	Emphasizes teamwork and shared responsibility in organizational dynamics.
	Decentralized	20	33.3%	Shows distribution of authority and empowerment across different levels of the organization.
Q5: Effective	Tournaments	28	46.7%	Tournaments are a popular and effective

Question	Response Category	Count	(%)	Interpretation
Promotional Methods				strategy for engaging participants and attracting audiences.
	Outreach Programs	18	30.0%	Outreach programs demonstrate community engagement and expansion of participant base.
	Coaching Clinics	14	23.3%	Indicates investment in skill development and coaching excellence within Hockey Namme.
Question	Response Category	Count	(%)	Interpretation
Community Involvement				
Q7: Community Partnerships	Schools	25	41.7%	Partnerships with schools enhance youth engagement and skill development opportunities.
	Community Events	20	33.3%	Community events promote inclusivity and broaden the reach of Hockey Namme initiatives.
	Local Businesses	15	25.0%	Support from local businesses indicates economic and social integration within Coorg.
Question	Response Category	Count	(%)	Interpretation
Impact on Hockey Development				
Q9: Skill Development	Significant Impact	35	58.3%	Indicates a strong positive impact on skill enhancement among players involved with Hockey Namme.
	Moderate Impact	20	33.3%	Shows consistent improvement in skill development, highlighting effectiveness of training programs.
	Minimal Impact	5	8.3%	Opportunities for further enhancement in training and development strategies.
Q10: Regional/National Visibility	High Recognition	28	46.7%	Hockey Namme has successfully raised the profile of Coorg regionally and nationally in hockey circles.
	Moderate Recognition	25	41.7%	Indicates ongoing efforts to expand visibility and recognition outside the immediate region.
	Low Recognition	7	11.7%	Potential areas for increased promotional efforts and strategic partnerships.

The analysis of the respondents' opinions about Hockey Namme's organizational dynamics, promotional strategies, and socio-cultural impact on hockey development in Coorg shows interesting insights. A majority of participants are directly involved in the event, with 33.3% being players, followed by 25% administrators, 21.7% supporters, and 20% coaches. This demonstrates a balanced involvement across different roles essential for the event's success. Regarding their length of involvement, 41.7% have been part of Hockey Namme for 1–3 years, indicating growing stability, while 30% have been involved for 3–5 years, suggesting that many participants are building a lasting commitment.

When it comes to organizational structures, half of the respondents (50%) perceive the system as collaborative, emphasizing teamwork and shared decision-making. A significant portion (33.3%) also views it as decentralized, promoting empowerment at different levels. In terms of promotional methods, tournaments are seen as the most effective strategy (46.7%), followed by outreach programs (30%) and coaching clinics (23.3%), showing a blend of engagement, community building, and skill development efforts.

Community partnerships mainly involve schools (41.7%), which helps to nurture young talent, followed by community events (33.3%) and support from local businesses (25%), highlighting how Hockey Namme is deeply connected with Coorg's social and economic fabric. In terms of impact on hockey development, a large majority (58.3%) noted significant skill development among players, while 33.3% observed moderate improvement, suggesting effective training efforts. Finally, regarding visibility, 46.7% of respondents feel that Hockey Namme has achieved high regional and national recognition, though 41.7% feel there is still moderate recognition, pointing towards opportunities for further growth and promotional activities.

VII. Discussion of Results

The survey results provide numerous significant insights into Hockey Namme's organizational dynamics and impact on hockey growth in Coorg. To begin, the vast majority of respondents are actively participating in Hockey Namme as players, coaches, or administrators, demonstrating a dedicated and diversified participant base that is profoundly immersed in the organization's operations. Hockey Namme's collaborative organizational structure, which half of respondents preferred, shows a balanced approach to decision-making and operational management, encouraging teamwork and shared responsibility.

Effective promotional techniques, particularly those including tournaments and outreach activities, have helped to engage participants and generate community support. These findings emphasize the significance of organized organizational methods and community participation in sustaining and extending hockey programs in regional contexts such as Coorg. Furthermore, community relationships, particularly with schools and local businesses, are critical in expanding Hockey Namme's reach and impact. Such agreements not only encourage youth participation and skill development, but they also incorporate hockey into Coorg's larger community life.

The study results also indicate Hockey Namme's tremendous impact on player skill development, with the majority of respondents reporting significant improvements. This impact demonstrates the organization's effectiveness in developing talent and competitive qualities required for regional and national hockey success. Furthermore, Hockey Namme has significantly increased Coorg's exposure and awareness in hockey circles, as seen by the large majority of responders who acknowledge its regional and national recognition initiatives.

VIII. Conclusion

In conclusion, the study demonstrates that Hockey Namme has a strong and active participation from players, coaches, administrators, and fans, resulting in a balanced and lively community. Most participants have been participating for several years, demonstrating consistency and dedication. The organization has a collaborative and decentralized structure that encourages teamwork and shared leadership. Tournaments, outreach initiatives, and coaching clinics are effective promotional tools for engaging the community and developing abilities. Hockey Namme's community connections are strengthened further through partnerships with schools and local businesses. Overall, Hockey Namme has had a substantial impact on player skill development and enhanced hockey's awareness in Coorg, however there is still opportunity for additional promotion and growth.

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