

Digital CSR: An Emerging Evolution with Uprising Spontaneity in CSR Activities Through Modern Corporate Communication Tools in India

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Abstract

Introduction: In the era of modern business world where CSR (Corporate Social Responsibility) holds key features on the Corporate – Socio relation spectrum. CSR plays an important role in building Corporate Socio equations which leads to better eco support system for the business world itself. In Emerging and developing economies, CSR create a socio- economic spectrum which not only create a sustainable environment for the big, small and medium enterprises but it also helps in the overall growth of the economy of the country. In the modern digital era Digital CSR is an emerging evolution embarking new heights of socio-economic growth. When we mention modern digitalisation in CSR activities conducted by various enterprises for instance in India, we also need to look at the vital role of modern corporate communication tools such as Google platforms, Telegram, WhatsApp and other social media platforms. These different tools of digital corporate communication play a vital role in digitalisation of CSR activities. In recent years how these modern tools have been helpful not only from corporate point of view where these modern tools have made communication more spontaneous, but also these modern tools have helped in bringing a digital revolution specially in developing countries such as India. Some of the activities to be mentioned are TCS- Youth Development program, ICIC – Academy for skills, Tech Mahindra – SMART (Skills for Market Training) etc.

Purpose: In the modern business world where corporates and enterprises are playing a vital role in social contribution in the economic, social and digital growth of the nation. Modern tools of corporate communication such as social media platforms, Chatbots, Emailers, Texting apps, Telegram, Google meet etc have stood firm in feeding this digital revolutionary initiative. Purpose of this study is to explore roles of these modern corporate communication tools and platforms in upbringing spontaneity in digital CSR activities. This study also opens door towards designing more strategic planning in using various corporate communication tools for more effective corporate- socio environment for overall social economic growth of the nation.

Methodology: This study is based on Secondary data review collected from various articles, texts and online sources. Various sources such as CSR journal, Niti Aayog annual reports and other quality data sources constructed the feed for the study for meaningful discussion.

Results and findings: various corporate communication tools play a vital role in upbringing spontaneity in Digital CSR initiatives taken by various enterprises in India. These tools not only help in connecting the targeted population but also these tools are effectively helpful in upbringing digital literacy especially

in rural regions.

Implications: This Study will help corporate and enterprises in designing more effective strategies using various corporate communication tools for creating impactful initiatives for better corporate- socio digital spectrum.

Keywords: Corporate communication tools, Digital CSR, Corporate Socio Spectrum

INTRODUCTION:

In the modern digital era where enterprises take on Digital CSR initiatives to create healthy corporate-socio environment which helps in overall social and economic growth of the nation. Digital CSR initiatives are rolling stones not only creating effective orientations but also upbringing digital literacy especially in rural areas. Modern communication technologies and tools play a vital role in making that possible. These various modern communication technologies and tools such as Google platforms, Telegram, WhatsApp, DTH channels and other social media platforms have brought the dream come true. These tools have not only made Digital CSR initiatives more effective and spontaneous but also have helped in laying base for missions such as National Digital Literacy Mission (NDLM) which is a campaign that aims to digitally educate at least one member of every family in rural areas. From 2014 to 2016, two Schemes titled ‘National Digital Literacy Mission’ (NDLM) and ‘Digital Saksharta Abhiyan’ (DISHA) were implemented by the Government of India with a target to train 52.50 lakh people in digital literacy across the country. These different tools of digital corporate communication play a vital role in digitalisation of CSR activities. In recent years how these modern tools have been helpful not only from corporate point of view where these modern tools have made communication more spontaneous, but also these modern tools have helped in bringing a digital revolution specially in developing countries such as India. Some of the activities to be mentioned are TCS- Youth Development program, ICIC – Academy for skills, Tech Mahindra – SMART (Skills for Market Training) etc.

Statement of Problem:

In the Era of Digital CSR where a better corporate-Socio connecting spectrum is being built, various modern communication tools have helped corporate to connect to the targeted population and made these initiatives more effective and spontaneous, upbringing overall digital revolution in India.

Objectives:

1. To explore and analyse the role of modern communication technologies and tools in digital CSR initiatives.
2. To help in designing more strategic usage of these various modern communication technologies and tools to create more effective orientation of digital CSR initiatives.
3. To explore furthermore how these modern tools can bring transformational results in the mission of “Digital India”

Compass of Study:

compass of this study is geographically limited to India and its commercial- socio terrain still findings can tremendously help commercial across the globe. This study can be veritably helpful in designing strategic approach in the operation of ultramodern communication technologies and tools for better corporate-socio

environment.

Literature review:

In the ultramodern Digital period where technology plays veritably prestigious part in day- to- day life, it's also rolling new monuments in the growth of corporate-socio environment through Digital CSR enterprise. In digitalization of CSR drives taken by various enterprises have proven to be prominent support for digital knowledge in India. These digital CSR initiatives similar as TCS- Youth Development program, ICIC – Academe for chops, Tech Mahindra – SMART (Chops for request Training) etc. have stood establishment for the charge of “Digital India”. NDLM (National Digital knowledge charge), which is a crusade to digitally educate at least one member of every family in pastoral areas. From 2014 to 2016, two Schemes named ‘National Digital knowledge charge’(NDLM) and ‘Digital Saksharta Abhiyan’(DISHA) were enforced by the Government of India with a target to train 52.50 lakh campaigners in digital knowledge across the country. In 2015, the Ministry of Electronics and Information Technology launched the programme of ‘Digital India’ with the vision to empower India into a digital society and knowledge- grounded frugality. The Ministry of Education offers high quality educational programmes through DTH channels as well as web platforms under the aegis of PM e-Vidya to achieve these objects, particularly in pastoral, ethnical and remote areas. (The CSR journal, 2024). Union Cabinet approved ‘Pradhan Mantri Gramin Digital Saksharta Abhiyan (PMGDISHA)’ in 2017, for parenting digital knowledge in pastoral India by covering 6 crore pastoral homes (one person per ménage). All these schemes and initiatives have been possible because of ultramodern communication technologies and tools. Right from radio to DTH and pager to AI Chatbots have been successfully helping the nation to grow in terms of digital commission. For case, NIIT Foundation along with Ciena has launched “Digital commission Program through the Digital Transformation Vehicle (DTV)” action in Faridabad, Haryana. This mobile education and training program is acquainted towards furnishing digital knowledge and chops to underserved and remote population, with the sole end of narrowing the gap of digital knowledge between civic and pastoral areas. This digital CSR action highlights a mobile training installation equipped with 16 computers, internet connectivity, and comprehensive training accoutrements. The program offers customizable courses acclimatized to community requirements, covering digital knowledge, fiscal knowledge, and vocational chops. Yet another action where Asset Reconstruction Company(India) Limited blazoned its collaboration with Studeasy Bharat Foundation(SBF), Navi Mumbai, to give digital classrooms to 30 government seminaries across Haryana, Madhya Pradesh, and Goa(The CSR journal, 2024) and many further enterprise to mention similar as Digital Education action by Walplast Welfare Foundation, L&T Finance Ltd.’s Digital Sakhi programme, Coal India action for digital knowledge in Jharkhand, Hindustan Coca- Cola’s initiative for fiscal and digital knowledge of women in remote areas and numerous further. All these Digital CSR conditioning and initiatives have been mileposts in the digital growth of the nation. ultramodern commercial communication tools have only enabled it to be possible but also played a vital part in parenting digital knowledge in India especially in pastoral, ethnical and remote areas. For Example, Online education in a particular ethnical area can only be possible with ultramodern communication tools similar as google meet etc hence the action needed to educate the targeted ethnical population on google meet, equip them with computer, internet connectivity and so on. The digital technology makes it easier to communicate CSR initiatives to the stakeholders with the help of technologies similar as social media (Janani. V, Gayathri, International Journal of Innovative Technology and Exploring Engineering (IJITEE) ISSN 2278- 3075, Volume- 8, Issue- 11S, September

2019). These ultramodern communication tools make it more robotic and effective indeed when it comes to remote areas. Digitalization is important because it not only allows for open communication but also tracks and stores information and data about tasks and conditioning, thereby creating a record that can be analysed and that provides openings to ameliorate processes, work association, and prognostications about unborn events (Ciarli et al. 2021). This whole digital frame forms a strong base for a strong frugality, hence its veritably ineluctable to quote that these ultramodern communication tools and technologies primarily stand as the backbone of overall corporate-socio environment.

In Digital CSR era Modern communication tools play a vital part in commercial social responsibility (CSR) initiatives and conditioning in India by allowing corporates to

- **Share CSR initiatives:** Corporates can use social media platforms to communicate their CSR initiatives with a wide population.
- **Open Communication with stakeholders:** Businesses can use digital platforms to engage with stakeholders, similar as consumers, workers, shareholders, and suppliers.
- **Feedback:** Corporates can use digital platforms to collect feedback and suggestions from stakeholders through likes, reposts, and commentary.
- **Uplift social change:** Corporates can use digital platforms to drive social change in terms of parenting digital knowledge.
- Adding to visibility, impact, and authenticity for their CSR initiatives Corporates can use digital platforms to enhance the visibility, impact, and authenticity of their CSR enterprise.

Some other ways corporates can communicate their CSR activities include

- Using their website to give comprehensive and accessible information about their CSR vision and conditioning
- Using emailers
- Using other social media platforms

Digital communication plays an important part in establishing and maintaining transparent and open discourses with different stakeholders to foster ethical and socially responsible conduct(Bartkus Glassman, & McAfee, 2002; Frostenson et al., 2011; Jose & Lee, 2007; Kim, 2014; Kim & Ferguson, 2018; Morsing & Schultz, 2006; Moreno & Capriotti, 2009; Patten, 2002; Seele & Lock, 2015; Williams & Ho Wern Pei, 1999).

Yet another study conducted on how social media plays interactive part with all the stakeholders for developing and delivering CSR conditioning in India, “ A case study on ITC ltd and Nestle India– the study shows that how Twitter and Facebook have been helping hand in CSR dialogues with companies stake holders(Anjani Kumar Srivastava, Dr. Mehak Jonjua, Dr. Rajesh Rana, Status of Communicating CSR to Stakeholders on Social Media -Case Study on ITC Limited & Nestle India, Journal of Content, Community & Communication Amity School of Communication Vol. 9 Year 5, June – 2019,ISSN: 2395-7514)

Findings and Discussions:

1. Modern tools of corporate communication play a vital role in CSR communication with all stakeholders.
2. Modern tools of communication have made Digital CSR initiatives more spontaneous and effective.
3. These Modern tools of communication have also played a vital role in growing digital literacy

especially in rural, tribal and remote areas.

4. Modern corporate communication tools and social media can be more helpful in Digital India Mission if these tools are used with more strategic approach.

Conclusion:

This study shows that modern corporate communication tools have been backbone of the Digital CSR Initiative in India and across the globe. These various communication tools have not only made Digital CSR initiatives more spontaneous but also have helped in upbringing digital literacy in India specially in remote areas.

Scope for Further Research:

Analytical demographic study can be done to collect specific data on how these modern tools have brought effective results leading to a fruitful feed in the mission “Digital India”.

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