



Role Of Corporate Digital Responsibility (CDR) For Gender Sensitization In Indian Digital Society.

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Abstract - Digitalization in all aspects has become profound and inevitable in our private and work lives. Technology creates opportunities for new business models and lifestyles. In the same capacity technology also has become an eminent part of CSR initiatives. Recently, the term “Corporate Digital Responsibility” has come into existence which summarizes the Business world responsibilities towards digitalization-related impacts, risks, challenges, and opportunities. Out of Many societal issues which are being delt as part of CSR initiatives such as education, sanitation, ecological initiatives, sex education and gender sensitization has emerged as an inevitable social issue which needs to be delt while keeping pace with this fast digital world. The paper at hand reviews the role of CDR using a multi-step approach towards gender sensitization in Indian digital society. This paper also flashes light on key gender issues, challenges and key roles of corporations for joining hands in bringing gender sensitization in our society in digital era.

Key words: Corporate digital responsibility, Gender Sensitization, Sex Education, Digital Society

Introduction: – If we begin the story of human civilization from the day when Adam and Eve ate the wisdom apple then here, we reach where humans are the most evolved species on planet earth. The graph of development for humans has brought us on significant social coherence highs in all aspects. This is the era of digital human, a term referred for human’s dependency on technology in the modern world. In the digital era, these vast advancements in technology have tremendously transformed the way we live, work, and interact with each other. though these advancements have brought predominant benefits, they have also given rise to new challenges and threats particularly in the preface of cyber security. Cybercrime, encompassing a range of illegal activities conducted through digital channels, has come up as a dominant threat that affects individuals, corporates and societies worldwide. In the vast spectrum of cybercrime, a fussing trend has emerged has been encompassed which flashed light on increasing cybercrimes targeting women.” In 2021, the percentage of cybercrime that was reported in India compared to all crimes was 0.86%. According to data compiled by the National Crime Records Bureau (NCRB), a division of the Ministry of Home Affairs, four out of every one lakh persons experience cybercrime in some way, and of those four, one is a woman *Among the various victim groups targeted by cybercriminals, women have become particularly vulnerable to online washout, cyberstalking, identity theft, revenge porn, and other forms of gender-based cyber violence. Government, various Institutions and now even corporations in India have come forward with initiatives to educate people for creating a safer digital society in India*

Even the business world has come forward to keep pace with this societal issue in India such as HCL CSR project on Digital literacy and Child sexual Abuse (2016-17) or different corporation’s CSR (Corporate Social Responsibility) initiatives which address this vital and dominant social issue in India.

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. CDR plays an important role in imparting Gender based education specially in generation z in order to foster gender sensitization in society. This study also opens door towards designing more strategic planning in using various corporate initiatives for more effective gender sensitization in India.

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

Results and findings: In the Modern business world, corporations through CDR, can play a vital role in upbringing the Cyber literacy in context to gender sensitization in our digital society. Various projects and initiatives are being conducted by the organisations to make India a safer digital society. Corporates have come forward with their respective digital responsibilities for digital gender morality and gender sensitization in Indian digital society however a lot to be done yet.

Implications: This Study will help corporate and enterprises in designing more effective strategies using various initiatives for imparting sex education, Gender coherence, and digital gender morality to create a better cyber society in India.

Statement of Problem:

In the modern digital era CDR (Corporate digital responsibility) can be an effective hand in fostering gender sensitization in Indian digital society.

Objectives:

1. To explore and analyse the role of CDR initiatives for gender sensitization in India
2. To help in designing more strategic and effective ways to make impart education on cyber morality to
3. make India a better digital society.
4. To explore furthermore how CDR can bring transformational results in the mission of “Safe Indian Cyber Society”

Compass of Study:

compass of this study is digitally limited to India and its commercial- socio terrain still findings can tremendously help across the globe for creating better cyber world. This study can be veritably helpful in designing strategic approach towards making better, safer and cyber gender crime free digital environment across the world.

Literature review:

In the ultramodern Digital period where technology plays dominant part in day- to- day life. Advancements in digital technologies allow for the development of more sophisticated and efficient digital products and services. Nevertheless, besides all the new opportunities for value creation, digitalization also holds a range of risks and challenges (Hess et al., 2016; Thorun et al., 2017) This vast and rapid technological advancement is rolling new opportunities in the growth of human civilization; however, it has also brought inevitable challenges in our society such as cybercrimes against women. Indian civilization is one of the oldest civilizations of the world. In our society women were treated as Goddess. They hold a special respectful status in our society. Even though they have a unique place in the society still they are one of the most vulnerable groups.” There has been an increase in crime against women in India since the time of external invaders” (Priya Gupta, Quest Journal, 2020). Crimes against women have taken another face, face of cybercrimes such as digital harassment, cyber-stalking, cyber defamation, morphing, hacking, cyber pornography, cybersex trafficking, cyber sexual defamation, cyber eve teasing and so on. To minimize the advantages of this acute digitalization by promptly addressing its coined challenges, we can see through the emergence of a Corporate Digital Responsibility (CDR) debate (Mihale-Wilson, Cristina / Zibuschka, Jan / Carl, Valerie / Hinz, Oliver (2021): "Corporate Digital Responsibility – Extended Conceptualization and a

Guide to Implementation", European Conference on Information Systems (ECIS) 2021, Marrakech, Morocco). CDR is closely related to and has similar objectives like the concept of Corporate Social Responsibility (CSR). Although CSR and CDR share common ethics, values, norms, and an organization's commitment towards ecological and social challenges at large, CDR should be considered separately from CSR. CDR addresses not only challenges to organizations' ethical behavior that are unique to the digital world but also it addresses societal cyber issues, and go far beyond CSR. Especially, "exponential growth in technological development, malleability of technologies and data in use, and pervasiveness of technology and data" (Lobschat et al., 2021, p. 876). Its been debated across the globe that CDR can also be a very handy way to address inevitable societal issue such as bringing cyber sensitization in context to increasing cybercrimes against women. Gender equality as defined by United Nations, Gender equality is a fundamental human right to which every human is entitled. However, according to the United Nations gender equity index, it will take over 267 years to achieve economic equality between genders and the subsequent empowerment of the compromised one (United Nations, 2019) seems to be yet in its fancy. Gender bullying has become a commonly heard story in our society. Cybercrimes against women are increasing day by day which has generated need for educating society on cyber gender ethics and morality. Though there have been many initiatives on digital literacy and capacity building by the Central and state governments to adequately address this issue, however still there is a dire need for more strategic approach towards cyber gender sensitization in our society. Corporates are also joining pace in this direction where training programs are being imparted for cyber ethics and morality in order to make our society better, safer and gender-biased cybercrimes free society.

In Digital era CDR (Corporate digital responsibility) can play a vital part through initiatives and conditioning in India. Corporations can join hands to make better digital environment by imparting programs on

- **Cyber Morality & Etiquette**

Corporates can strategically impart training programs on cyber morality. social media platforms can be used to communicate with a wide population.

- **Open Communication platforms with Adolescents**

Businesses can use digital platforms to communicate with adolescents on cyber sexism, cyber challenges and precautions to build a better cyber society in India.

- **CSEP – Cyber Sex Education Program**

Corporates can design and impart CSE programs to educate society on cybercrimes against women in India.

- **Corporate-School Forums**

Corporates can join hands with schools in imparting sex education in early school life.

- **Awareness Programs**

Corporates can use digital platforms to enhance the impact of cyber gender sensitization on real ground.

Findings and Discussions:

1. CDR (corporate digital responsibility) can be very handy for imparting cyber gender sensitization in Indian digital society.
2. Digital Gender sensitization programs are the need of the hour to make our society, a safer and healthier digital society.
3. CSEP (cybersex education program) as the part of CDR can be very helpful in fostering gender sensitised environment in Indian digital society.
4. CSEP is very handy tool for minimizing digital crimes against women in India.

Conclusion:

This study shows that CDR (corporate digital responsibility) can be a very helpful in creating digital gender sensitization in Indian digital society. In the digital era where we see tremendous need of initiatives for cyber gender sensitization in Indian digital society, CDR initiatives by various corporations can join hands with Govt. to create a safer and healthier digital society in India.

Scope for Further Research:

Analytical study can be done to analyse more strategic role of CDR in upbringing digital gender sensitization in Indian Digital society.

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