



Rajiv Gandhi National
University of Law, Punjab



1st RGNUL - CCL ESSAY WRITING COMPETITION

presented by
The Chair on Consumer Law



OVERVIEW

ABOUT THE INSTITUTION

Rajiv Gandhi National University of Law (RGNUL), Punjab, was established by the State Legislature of Punjab by passing the Rajiv Gandhi National University of Law, Punjab Act, 2006 (Punjab Act No. 12 of 2006). The Act established a national-level University of Law in the State of Punjab, thereby fulfilling the need for a Centre of Excellence in Legal Education in the modern era of globalisation and liberalisation.

The University acquired approval from the Bar Council of India (BCI) in July 2006. The University is also registered with the University Grants Commission (UGC), New Delhi, under Section 2(f) of the University Grants Commission Act, 1956. It has been declared fit to obtain a grant from the UGC under Section 12-B of the UGC Act, 1956. The University has been accredited with an 'A' grade by NAAC. RGNUL, Punjab, was granted autonomy under UGC Regulations, Clause 5 Dimensions of Autonomy for Category-II Universities in April 2018. The Ministry of Human Resource Development, Government of India, ranked RGNUL first amongst the cleanest Higher Educational Institutions in the Swachh Campus (2019) category of Government Residential Universities.

RGNUL, Punjab, in recent years, has earned a coveted status as one of the top-ranking law teaching institutions in the Country. RGNUL, Punjab, offers a Five-year Integrated Course/Programme, an intensive LL.M., and an advanced PhD. Programme in the University. Over 1000 students receive state-of-the-art legal education in a well-furnished, fully developed residential campus that boasts all necessary infrastructure and human resources for the all-around growth of students.

ABOUT THE MINISTRY OF CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION

The Ministry of Consumer Affairs, Food and Public Distribution, Government of India, is the nodal Ministry responsible for safeguarding the rights and interests of consumers across the country. Through its Department of Consumer Affairs, the Ministry frames policy, enacts legislation, and drives institutional reform aimed at building a fair, accountable, and transparent marketplace for all consumer needs. The enactment of the Consumer Protection Act, 2019 introduced the Central Consumer Protection Authority (CCPA), provisions on product liability, and a dedicated framework to combat unfair trade practices, misleading advertisements, and e-commerce malpractices.

Beyond legislation, the Ministry runs nationwide awareness campaigns such as Jago Grahak Jago, operates the National Consumer Helpline, and works closely with academic and research institutions to strengthen consumer jurisprudence, capacity-building, and grassroots legal literacy. It is under this larger mandate that the Ministry has, over the years, established dedicated Chairs on Consumer Law at premier National Law Universities across the country, to nurture research, scholarship, and awareness in this evolving field of law.

ABOUT THE CHAIR ON CONSUMER LAW, RGNUL

The Chair on Consumer Law (CCL) at Rajiv Gandhi National University of Law (RGNUL), Punjab, has been established under the aegis of the Ministry of Consumer Affairs, Food & Public Distribution, Government of India, as part of its continuing endeavour to institutionalise consumer law research and education at leading law schools across the country. Conceived as a dedicated academic and policy resource initiative, the Chair aims to serve as a bridge between legislative intent and legal scholarship, fostering rigorous research, informed discourse, and awareness on the rights and remedies available to consumers in an increasingly digitally-driven marketplace.

In an era where consumer transactions are shaped as much by algorithms and digital interfaces, the Chair seeks to engage students, academicians, practitioners, and policymakers on emerging challenges such as dark patterns, data privacy, misleading advertising, and cross-border consumer protection. Through conferences, publications, capacity-building programmes, and student-driven initiatives, the Chair endeavours to deepen legal literacy, sharpen academic inquiry, and contribute meaningfully to the evolving jurisprudence on consumer protection in India.

THEMES AND SUB-THEMES FOR THE ESSAY

The themes for the event have been underlined below. Participants are, thus, encouraged to demonstrate their understanding of any one of the themes that they choose through short and succinct essays, according to the submission guidelines. However, the participants shall note that the given list of topics is completely indicative and not mandatory. Participants are free to write on any other topic falling within the ambit of Consumer law.

1. Dark Patterns: Manipulating Choice in the Digital Marketplace

- Deceptive Design & Consumer Autonomy
- Regulation of Dark Patterns
- Dark Patterns in E-Commerce

2. Consumer Law Meets Competition Law: Rethinking Consumer Welfare

- Consumer Welfare as a Common Objective
- Anti-Competitive Practices & Consumer Harm
- Digital Markets & Big Tech

3. Influencers, Misleading Advertising, & the Psychology of Consumer Choice

- Influencer Responsibility & Disclosure
- Psychology of Persuasion in Advertising
- Misleading Advertising & Regulatory Enforcement

4. AI & Consumer Law: Rights, Risks, and Accountability in the Algorithmic Age

- Algorithmic Decision & Consumer Rights
- AI Bias & Consumer Discrimination
- Liability & Accountability for AI-Driven Harm

5. Food Safety & Consumer Protection: The Regulatory Role of FSSAI

- FSSAI & Food Safety Regulation
- Food Labelling & Consumer Awareness
- E-Commerce & Food Safety

6. Greenwashing: Deceptive Sustainability Claims and the Rise of the Green Consumer

- Anatomy of Greenwashing
- Legal Regulation of Green Claims
- The Green Consumer

7. Dynamic Pricing & Digital Price Tags: Is the Consumer Getting a Fair Price?

- Algorithmic & Personalised Pricing
- Price Transparency & Consumer Rights
- Fairness & Regulation of Dynamic Pricing

8. UPI & Fintech: Transforming Consumer Spending in a Digital Economy

- UPI & the Changing Consumer
- Digital Payment Fraud & Consumer Protection
- Fintech Regulation & Consumer Rights

9. The Digital Consumer: How Technology Is Driving Consumption

- Personalisation & Consumer Behaviour
- Social Media & Digital Consumption
- Data-Driven Consumerism

10. Product Liability in the Age of AI: Who Bears Responsibility When Technology Fails?

- AI-Enabled Products & Defective Products
- Determining Liability in the AI Supply Chain
- Consumer Remedies for AI-Related Harm

11. The Right to Return: Evolving Consumer Rights in E-Commerce

- Return, Refund, & Replacement Rights
- “No-Return” Policies & Consumer Protection
- Cross-Border E-Commerce & Consumer Remedies

EVENT DETAILS & GUIDELINES

Eligibility

The Competition is open to all individuals with a genuine interest in consumer law and policy, including students of any academic level or discipline, researchers, professionals, and representatives from NGOs and consumer forums.

Registration Process

The participants shall be required to register via the registration link mentioned.

Submission Guidelines

1. The essay shall be individually authored or by a maximum of two authors jointly.
2. Multiple entries by the same author/s are not allowed. Any subsequent submission(s) made by the same author, individually or with another author jointly, shall not be considered for review and the same will be disqualified.
3. The essay shall be written in English, and shall be submitted in a Microsoft Word (2007 version or later) Document format (.doc/.docx).
4. The essay shall be between 1500 to 3000 words (excluding the abstract and footnotes).
5. A brief abstract, of maximum 30 words, shall be included at the top of the manuscript.

6. The title shall be a maximum of 30 words.
7. The format shall be as follows:
 - a. Title: Font Style – Times New Roman; Font Size – 14; Line Spacing – 1.5
 - b. Main Body: Font Style – Times New Roman; Font Size – 12; Line Spacing – 1.5
 - c. Footnotes: Font Style – Times New Roman; Font Size – 10; Line Spacing – 1
 - d. Footnoting Format: Bluebook System of Citation (21st Edition)
8. No speaking endnotes shall be allowed.
9. All submitted work should be original, unpublished, and non-plagiarised (permitted similarity index shall be up to 10% only as per UGC Guidelines). Nor shall it be under consideration for publication or a contest elsewhere.
10. The use of AI is strictly prohibited.
11. The essay shall be submitted via the submission form mentioned.
12. No identification mark (in any form) shall be allowed in the essay. If found, it shall lead to immediate disqualification.
13. In case of non-compliance with the guidelines, the submission may be rejected by the Chair.

ASSESSMENT PARAMETERS

Rubric	Maximum Marks
Research Analysis	20
Knowledge & Understanding	20
Relevance & Originality	20
Language & Structure	20
Style & Clarity	20
Total	100

IMPORTANT DATES

Timeline	
Deadline for Registration	15th October, 2026
Deadline for Submission	20th October, 2026
Declaration of Results	10th November, 2026

PRIZES*

Position	Award
1st	Rs.10,000 + Certificate of Merit
2nd	Rs.7,000 + Certificate of Merit
3rd	Rs.5,000 + Certificate of Merit

*Winners will be felicitated during the National Consumer Rights Day 2026 celebrations organized by the Ministry of Consumer Affairs, Food and Public Distribution, Government of India, New Delhi

DISCLAIMER

- All submissions accepted for review shall be considered as expression of thoughts/ideas/opinions of the participating authors, for which the Chair shall not be held responsible.
- Moreover, the Chair reserves the right to use participants' submissions.
- Lastly, the Chair reserves the right to cancel the competition without notice, in case suitable or quality entries are not received in the competition, or in case of any other event outside our reasonable control.

CONTACT DETAILS

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MEMBERS OF CCL

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