
NATIONAL LAW SCHOOL OF INDIA UNIVERSITY, BENGALURU

CHAIR ON CONSUMER LAW AND PRACTICE [CLAP]

Under the aegis of Department of Consumer Affairs, Govt. of India



**1st NATIONAL ONLINE
POSTER MAKING COMPETITION**

on Contemporary Issues & Themes in Consumer Protection

"DESIGN FOR AWARENESS. CREATE FOR CHANGE."

COMPETITION WINDOW

Opens: 15 August 2026 (Independence Day)

Closes: 30 September 2026, 11:59 PM IST

*Winners felicitated on National Consumer Day — 24 December 2026
(at the Consumer Law Day event of the Department of Consumer Affairs, Govt. of India —
tentative)*

[Submit here](#)

1. ABOUT THE ORGANISERS

The Chair on Consumer Law at the National Law School of India University (NLSIU), Bengaluru, is dedicated to research, teaching, advocacy and outreach on consumer rights and consumer protection jurisprudence in India. The Chair works closely with regulators, civil society and academia to strengthen the consumer movement and to build public awareness of consumer rights and remedies.

The Consumer Law Awareness Programme (CLAP), NLSIU, is the Chair's student-led outreach initiative that carries this work forward through campaigns, workshops, publications and creative competitions aimed at making consumer law accessible to students and the public across the country. All entries to this competition will be compiled and shared with CLAP, NLSIU as part of its ongoing consumer awareness archive and outreach activities.

2. ABOUT THE COMPETITION

Consumers today navigate a marketplace that looks very different from the one the consumer protection movement first responded to one shaped by e-commerce, digital payments, algorithmic recommendations, influencer marketing and cross-border transactions. The Chair on Consumer Law invites students and young creators from across India to translate these realities into powerful visual communication through a National Online Poster Making Competition.

Participants are invited to design an original poster that raises awareness about a contemporary consumer protection issue, explains a consumer right or remedy, or calls for more responsible, informed and ethical consumption in a manner that is visually compelling, factually sound and accessible to a lay audience.

3. SUGGESTED THEMES

Participants may choose any one sub-theme connected to consumer protection, including — but not limited to — the following:

- The Consumer Protection Act, 2019: new rights, new remedies
- Dark patterns, drip pricing and manipulative design in e-commerce
- Misleading advertisements, surrogate advertising and celebrity endorser liability
- Consumer rights in the digital and platform economy (quick-commerce, ride-hailing, gig platforms)
- Data privacy and algorithmic decision-making as consumer protection concerns
- Product liability, product safety and recall mechanisms
- Food adulteration, labelling and nutritional misinformation
- Digital payments, online financial fraud and cybersecurity for consumers
- Greenwashing and the case for sustainable, informed consumption
- Access to consumer justice: e-Daakhil, mediation and the three-tier Commission system

Entries on any other genuine, contemporary consumer protection theme not listed above will also be considered, provided the relevance of the theme is evident from the poster.

4. ELIGIBILITY & GENERAL GUIDELINES

- Open to all students enrolled in a recognised school, college or university in India (any discipline, any level — undergraduate, postgraduate, diploma or school students), as well as young creators up to 30 years of age.

- This is an individual, submission-based competition. Group entries are not permitted.
- Each participant may submit only one entry.
- The poster must be the original, unpublished work of the participant. Plagiarism, copyright infringement or use of a third party's work will lead to disqualification.
- The poster must not depict, mock or defame any living or non-living person, brand, product or institution, and must not contain any content that is obscene, discriminatory or unlawful.
- Participants may use any consistent visual style — illustration, infographic, typography-led design, photography-based collage, etc.
- By submitting an entry, participants grant the Chair on Consumer Law and CLAP, NLSIU a non-exclusive licence to reproduce, exhibit and publish the poster (with credit to the creator) for academic, awareness and non-commercial purposes.

5. POSTER SPECIFICATIONS

PARAMETER	SPECIFICATION
Poster size	A3 — 297 mm x 420 mm (11.7" x 16.5"), portrait orientation preferred
File format	JPEG / PNG / PDF (single page)
Resolution	Minimum 300 DPI, RGB colour mode
File size	Maximum 10 MB
File name	PosterCompetition_<FullName>_<StateOfInstitution>.jpg/pdf
Orientation	Portrait or landscape, single artwork, no foldouts or multi-panel spreads
Tools permitted	Any digital design software (Canva, Photoshop, Illustrator, CorelDraw, Procreate, etc.) or hand-drawn/painted artwork, neatly scanned or photographed
Language	English or Hindi; other scheduled languages permitted with an English translation of all text in the poster
Identification marks	No participant name, roll number, institution name, logo or signature anywhere on the poster artwork itself
Originality	Must be the original, unpublished work of the participant; stock images, AI-generated art used without disclosure, and copyrighted third-party material are not permitted

6. HOW TO DESIGN YOUR POSTER

- Pick one theme (Section 3) and identify a single, clear message you want the viewer to take away — a poster that tries to say everything usually says nothing.
- Research the legal position briefly so that any claim, provision, helpline number or statistic used on the poster is accurate and duly attributable.

- Plan a simple visual hierarchy: a strong headline, a supporting visual or icon, and a short call-to-action or takeaway line — avoid dense blocks of text.
- Use a limited, high-contrast colour palette (2–4 colours) and legible typography; text should be readable at both screen size and A3 print size.
- Leave adequate margins and white space; avoid placing essential text or imagery at the very edge of the canvas.
- Cite the source of any statistic, and avoid using stock photos, memes, or AI-generated imagery unless it is your own original prompt-based creation, clearly disclosed in the submission form.
- Proofread all text for spelling, grammar and legal accuracy before final export.
- Export as a flattened, single-page file as per the specifications in Section 5 — keep your original editable file safe, as shortlisted participants may be asked to share it for verification.

7. SUBMISSION PROCESS

- Entries must be submitted only through the official online submission form (link to be circulated on the NLSIU and CLAP social media and email channels closer to the opening date of 15 August 2026).
- Along with the poster file, participants must submit: full name, contact number and email, institution/organisation name, a 2–3 line description of the poster's message, and a self-declaration of originality.
- All entries received will be compiled and shared with CLAP, NLSIU for archival, evaluation and outreach purposes.
- Participants will receive an acknowledgement email upon successful submission; participants who do not receive an acknowledgement within 48 hours should reach out via the contact details in Section 12.
- The last date for submission is 30 September 2026, 11:59 PM IST. No entries will be accepted after this deadline, and no extensions will ordinarily be granted.
- [Submit here](#)

8. COMPETITION TIMELINE

DATE	MILESTONE
15 August 2026	Competition opens — registration & submission portal live
30 September 2026, 11:59 PM IST	Last date for submission of entries (no extensions) Submit here
October – November 2026	Screening and evaluation by the Jury constituted by the Chair on Consumer Law
Early December 2026 (tentative)	Announcement of results on NLSIU / CLAP official channels
24 December 2026	Felicitation of winners on National Consumer Day, at the Consumer Law Day event of the Department of Consumer Affairs, Government of India (tentative)

9. JUDGING CRITERIA

- Relevance and accuracy of the message with respect to the chosen consumer protection theme
- Originality and creativity of concept and execution
- Visual design, composition and use of colour and typography
- Clarity and effectiveness of communication for a general, non-legal audience
- Overall impact and adherence to the specifications in Sections 5 and 6

All entries will be evaluated by a Jury constituted by the Chair on Consumer Law, NLSIU. The decision of the Jury shall be final and binding on all participants. The organisers reserve the right to withhold or limit the number of prizes if entries do not meet the expected standard, and to disqualify any entry found to be in violation of these guidelines.

10. PRIZES

1ST PRIZE	2ND PRIZE	3RD PRIZE
₹ 10,000	₹ 7,000	₹ 5,000
+ Certificate of Excellence	+ Certificate of Excellence	+ Certificate of Excellence

- All winners will receive a Certificate of Excellence from the Chair on Consumer Law, NLSIU.
- Select entries may also receive a Certificate of Merit and be featured on NLSIU / CLAP's official platforms and consumer awareness publications.
- A Certificate of Participation will be issued to all participants who submit a compliant entry, on request.

11. FELICITATION OF WINNERS

Winners will be felicitated on National Consumer Day, 24 December 2026, at the Consumer Law Day event tentatively being organised by the Department of Consumer Affairs, Government of India. This date, venue and format are tentative and subject to confirmation closer to the event; winners will be informed of the finalised details in advance.

Winners will be responsible for making their own travel and accommodation arrangements to attend the felicitation ceremony. In the event a winner is unable to attend in person, alternative arrangements for delivery of the prize and certificate will be made at the discretion of the organisers.

12. CONTACT & QUERIES

Chair on Consumer Law, NLSIU: [consumerlaw@nls.ac.in]

Website / Social Media: [clap.nls.ac.in]

For clarifications regarding themes, formats or submission participants are encouraged to write in well before the closing date.

Chair on Consumer Law, National Law School of India University, Bengaluru