



National University of Study and Research in Law, Ranchi
Chair on Consumer Research and Policy



-presents-

Call for Chapters

ON THE THEME

**THE WEIGHT OF CHOICE:
CONSUMERS, COMPETITION AND THE
CONTOURS OF PROTECTION**

**Manuscript Submission Deadline:
15th November, 2026**

Inviting Submissions From::

**ACADEMICIANS | RESEARCHERS | PRACTITIONERS | POLICY EXPERTS |
LAW STUDENTS | LEGAL PROFESSIONALS**

Every unresolved question in consumer law is an invitation.

This one's addressed to you.



ABOUT NUSRL, RANCHI

The National University of Study and Research in Law, Ranchi, is an institution dedicated to the cause of imparting legal education, established by the Jharkhand Government vide National University of Study and Research in Law, Ranchi Act 2010. The Chief Justice of the High Court of Jharkhand, Hon'ble, Mr. Justice Tarlok Singh Chauhan, is the Chancellor. Hon'ble Mr. Justice Ahsanuddin Amanullah, Judge, Supreme Court of India, is the visitor and His Excellency Santosh Gangwar, Hon'ble Governor of Jharkhand, is the rector of NUSRL, Ranchi. Prof. (Dr.) Ashok R. Patil is the Vice-Chancellor of NUSRL. We are a Law University offering B.A.LL.B.(Hons.), LL.M., Ph.D. in law, and postgraduate diploma courses.

Since 2010, NUSRL has been dedicated to the task of providing world-class legal education to students pursuing our courses. Many of our past students are serving as judges and law officers in various government departments, and many of them have settled into practice at the Bar. Students from NUSRL have consistently demonstrated excellence in their respective fields. To impart quality education, we have specialised faculty who have obtained their education from the best universities in India and abroad and have several publications in the form of research papers and books to their credit. We offer several specialisation courses, including courses in criminal law, forensic science, corporate laws, IPR, etc., wherein students study the intricacies and nuances of the subjects.



ABOUT CCRP

VISION

The Chair on Consumer Research and Policy (CCRP) was established at National University of Study and Research in Law (NUSRL), Ranchi in October 2024 by the Ministry of Consumer Affairs, Government of India, New Delhi, to promote research, teaching and training in Consumer Law. The Chair acts as a “Think Tank” for research and policy related issue on consumer affairs as a distinct subject of study both at Under Graduate and Post Graduate levels.

The Chair is one of the few of its kind that envisions at protecting the rights and interests of the consumers through consumer awareness, timely and effective grievance redressal and involvement of various stakeholders.

MISSION

The Chair’s mission lies at empowering consumers through awareness programmes, to enhance consumer protection and safety against unfair trade practices, effective redressal mechanisms, etc.

OBJECTIVES

In view of the emerging markets globally and high expectations of the consumers for better services, standards, variety of choices available, etc., the Chair on Consumer Research & Policy (CCRP), NUSRL, Ranchi aims to promote research, teaching, and training in Consumer Laws and consumer protection in various sectors such as e- commerce, health, financial, transport, insurance, airlines, etc. The Chair is established to undertake the activities in furtherance of the objectives of the Consumer Protection Act, 2019, rules and regulations related to this Act as well as the roles and regulations of consumer dispute redressal commission in the interest of protection of the rights of consumers, etc.



ABOUT THIS BOOK

Consumer protection in India has long been imagined as a contest between the individual and the market, a buyer navigating defective goods, deficient services, and unfair trade practices. But the modern consumer rarely stands alone against a single seller. She stands within markets shaped by dominant platforms, invisible pricing algorithms, unverified sustainability claims, and institutions that were never quite designed with her in mind, the elderly UPI user, the child inside a gaming app, the gig worker who is both labourer and captive customer.

The Weight of Choice proceeds from a simple premise: consumer law cannot be understood in isolation. It sits at the intersection of competition law, contract law, environmental regulation, insurance and real estate law, and the everyday architecture of digital design. Every "choice" a consumer makes - to buy, to subscribe, to trust a green label, to accept a platform's terms carries a weight shaped by forces the law has been slow to name, let alone regulate.

This edited volume brings together academicians, practitioners, policy experts, and law students to examine consumer protection not as a settled doctrine but as a discipline still finding its boundaries, where jurisdiction is contested between regulators, where trust is manufactured as easily as it is earned, and where entire categories of consumers remain outside the law's default assumptions. It invites original and unpublished contributions that interrogate these contours critically, and propose what a more accountable and inclusive consumer law regime might look like.



THEMES AND SUB- THEMES

Theme of the book

The Weight of Choice: Consumers, Competition and the Contours of Protection

PROSPECTIVE SUB - THEMES

1. Jurisdictional Overlap Between the CCPA and the CCI

- Predatory and personalised pricing as both a competition and consumer harm
- Platform self-preferencing as deception and market abuse at once
- Merger review through a consumer-welfare lens

2. Greenwashing and the Limits of Consumer Trust

- Deceptive sustainability claims and the gap between disclosure and verification
- Eco-labelling standards and the absence of independent certification
- Corporate environmental claims and enforcement under the CPA, 2019

3. Vulnerable Consumers: Protection Beyond the Default Adult

- Children and loot-box/in-app purchase design in gaming and edtech apps
- Elderly consumers and UPI/digital lending fraud
- Consumers with disabilities and accessibility as an unaddressed consumer right



THEMES AND SUB- THEMES

4. Gig Workers as Consumers, Not Just Labour

- Platform dependency and the absence of consumer-side protections for delivery/ride-share workers
- Algorithmic deactivation and due process as a consumer-contract question
- Insurance and welfare gaps framed through consumer, not labour, law

5. Consumer Law Beyond E-Commerce

- Health insurance claim denials and the contract-law overlap
- RERA vs. CPA, 2019 — overlapping forums for real estate consumers
- Consumer protection in edtech and the coaching-industry boom

6. Class Actions and the Underused Section 35(1)(c)

- Structural barriers to collective consumer litigation in India
- Comparative lessons from US/EU class-action and representative-action models
- Funding, notice, and coordination problems unique to consumer class suits

The author(s) have the discretion to choose any other topic, the only requirement is that it should reasonably fall within the ambit of the themes and sub-themes.



SUBMISSION GUIDELINES

Submission Categories & Word Limits

1. **Articles: 5000 – 6000 words**
2. **Short Articles: 2500 – 4000 words**
3. **Legislative Comments: 1500 – 2500 words**
4. **Book Reviews: 1000 – 2500 words**

Note: Word limits are inclusive of footnotes.

Originality Requirement

Submissions must be original and unpublished and should not be under consideration for publication elsewhere.

Formatting Requirements

- **Font:** Times New Roman
- **Font Size:** 16/14 (heading/sub headings), 12 pt (main text), 10 pt (footnotes)
- **Line Spacing:** 1.5 for main text, single spacing for footnotes

Alignment: Justified

Citation Style

All citations must conform to Bluebook: A Uniform System of Citation (21st Edition).

Submission Format

Manuscripts must be submitted in Microsoft Word format (.doc/.docx) by the link given below: <https://forms.gle/w6PHfEtMBgvH6NSh9>



Author Details

A separate cover page must include:

- Name of author(s)
- Institutional affiliation Designation
- Contact email and phone number

The cover page should be submitted as a separate document and not form part of the main chapter docs.

Plagiarism and Use of AI

All submissions must be original and free from plagiarism. The use of generative AI tools for drafting substantive portions of the manuscript is discouraged, and authors remain fully responsible for the accuracy, originality, and integrity of their work.

Co-authorship

A maximum of two authors per submission is permitted.

Review Process

All submissions will undergo a blind peer review process. Please make sure nothing in your manuscripts symbolizes any representation of your name or institutional affiliation.

Publication Details

- Selected papers will be published as chapters in an accredited book bearing an ISBN.
- Submission and publication are entirely *free of cost*
- Each author will receive one *complimentary copy* of the published volume



ELIGIBILITY

The call for papers is open to individuals engaged in academic research, legal practice and public policy. Submissions are invited from:

- Academicians and faculty members
- Legal practitioners and policy professionals
- Research scholars and doctoral candidates
- Postgraduate and undergraduate students from recognised universities and institutions

Interdisciplinary contributions from fields such as law, economics, public policy, business, and technology are also encouraged, provided they engage with issues relating to consumer protection, market regulation, or consumer rights.

The book will be published under the aegis of the Chair on Consumer Research & Policy, established by the Ministry of Consumer Affairs, Government of India



IMPORTANT DATES

Release of Call for Chapters: 14th September 2026

Last Date for Paper Submission: 15th November 2026

First Phase of Acceptance of Chapter: 1st December 2026

Editorial Feedback Communication: 25th December, 2026

Release of Book Name: 1st January 2027

Final Acceptance: 5th January 2027

Publication: February - March 2027

Note: The above-mentioned dates are tentative and may be subject to change at the discretion of the organising body.



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