



One Day Online Workshop
— on —
**“Regulating Surrogate and
Misleading Advertisements under
Consumer Protection Law in India”**

Organized by
Consumer Club
Faculty of Law
The ICAI University, Tripura

Resource Person
Mr. Kartik Dey
Advocate & Associate Counsel to
Additional Solicitor General of India

Date : 26.08.2026 | **Time :** 02:30 PM. Onwards. | **Mode** Google Meet

**REPORT ON ONLINE WORKSHOP
ON
“REGULATING SURROGATE AND MISLEADING ADVERTISEMENTS
UNDER CONSUMER PROTECTION LAW IN INDIA”**

**Organised by
Consumer Club
Faculty of Law
ICFAI University, Tripura
Date: 26 August 2026
Time: 02:30 PM – 04:00 PM
Mode: Online**



Raghunath Chakraborty <raghunathchakraborty@iutripura.edu.in>

Approval for the conduct of Online Lecture Program

9 messages

Nabarun Bhattacharjee <nabarunbhattacharjee@iutripura.edu.in>

Fri, Aug 21, 2026 at 5:42 PM

To: Halder <halderb@icfaiuniversity.in>

Cc: debabrata.roy@iutripura.edu.in, Raghunath Chakraborty <raghunathchakraborty@iutripura.edu.in>, "Dr. Swarup Mukherjee" <swarupmukherjee@iutripura.edu.in>, ICFAI Law School Tripura <ils@iutripura.edu.in>

Respected Sir

Greetings of the day.

Consumer Law Society, Faculty of Law is going to organise an online lecture program on "Regulating Surrogate and Misleading Advertisements under Consumer Protection Law in India" on **26/08/2026 at about 2:30 PM**. The speaker of the program is **Mr. Kartik Dey, Advocate, Supreme Court of India and the Delhi High Court and specialises in high-stakes federal litigation, telecom disputes, consumer law and intellectual property matters.** The program will help the student to understand the Consumer Law in the particle interface with the experience of contemporary development.

Therefore, Sir you are requested to give your kind approval for the conduct of the program.

Thanks and Regards**Dr. Nabarun Bhattacharjee****Associate Professor & Principal****Faculty of Law,****ICFAI University Tripura****(M) 9435075052/8638625838**

Halder B <halderb@icfaiuniversity.in>

Mon, Aug 24, 2026 at 8:51 AM

To: Nabarun Bhattacharjee <nabarunbhattacharjee@iutripura.edu.in>

Cc: debabrata.roy@iutripura.edu.in, Raghunath Chakraborty <raghunathchakraborty@iutripura.edu.in>, "Dr. Swarup Mukherjee" <swarupmukherjee@iutripura.edu.in>, ICFAI Law School Tripura <ils@iutripura.edu.in>

Approved.

With Thanks & Regards,

Prof. (Dr.) Biplob Halder

Vice Chancellor

ICFAI University, Tripura

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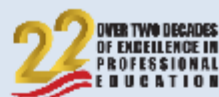
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***One Day Online Workshop
On
“Regulating Surrogate and Misleading Advertisements under Consumer
Protection Law in India”***

**Organized by
Consumer Club
Faculty of Law
The ICFAI UNIVERSITY TRIPURA**

Date: 26.08.2026

Time: 02:30 Pm. Onwards

Mode: Zoom.

Program Schedule:

SL NO.	PARTICULARS	TIME
1.	Welcome address by Dr. Nabarun Bhattacharjee, Principal, Faculty of Law, ICFAI UNIVERSITY TRIPURA	02:30 Pm.-02:40 Pm.
2.	Introduction of the Speaker by Dr. Swarup Mukherjee, Convener cum Nodal Officer, Consumer Club, ICFAI UNIVERSITY TRIPURA	02:40 Pm.-02:50 Pm.
3.	Special Lecture on “Regulating Surrogate and Misleading Advertisements under Consumer Protection Law in India”- By Mr. Kartik Dey, Advocate & Associate Counsel to Additional Solicitor General of India	02:50 Pm.-03:50 Pm.
4.	QUESTION – ANSWER	03:50Pm.-03:55Pm.
5.	Vote of Thanks by Dr. Debabrata Roy, Coordinator, Faculty of Law, ICFAI UNIVERSITY TRIPURA	03:55Pm.-04:00 Pm.

1. Introduction

The **Consumer Club, Faculty of Law, ICAI University, Tripura**, successfully organised an **Online Workshop** on “**Regulating Surrogate and Misleading Advertisements under Consumer Protection Law in India**” on **26 August 2026** from **02:30 PM to 04:00 PM**.

The workshop was organised with the objective of creating awareness among students regarding the contemporary legal and regulatory challenges associated with misleading, deceptive and surrogate advertisements in India. The programme focused particularly on the evolving framework of consumer protection law, the responsibilities of advertisers and endorsers, the role of regulatory authorities, and the challenges posed by digital and social-media advertising.

Advertising plays a significant role in shaping consumer choices and influencing purchasing decisions. However, the increasing use of exaggerated claims, incomplete disclosures, disguised promotions, celebrity endorsements and other forms of potentially deceptive commercial communication has raised important concerns relating to consumer autonomy, fair competition and market accountability. Surrogate advertising, in particular, presents a complex regulatory challenge where restricted or prohibited products may be promoted indirectly through apparently permissible goods, brands or services.

The Consumer Protection Act, 2019 has strengthened the legal framework for dealing with misleading advertisements and unfair trade practices, while the Central Consumer Protection Authority has assumed an important role in addressing such concerns.

Against this background, the workshop provided an academic platform for students to understand the legal dimensions of advertising regulation and to relate theoretical knowledge with contemporary legal and professional practice.

2. Objectives of the Workshop

The workshop was organised with the following objectives:

- To develop a deeper understanding of the legal framework governing misleading and surrogate advertisements in India
- To familiarise students with the Consumer Protection Act, 2019 and related regulatory developments
- To examine the practical challenges involved in regulating and enforcing advertising standards
- To understand the role of the Central Consumer Protection Authority and the judiciary in protecting consumer interests
- To examine the legal responsibilities of advertisers, manufacturers, service providers, celebrities, endorsers and digital influencers
- To understand the emerging challenges associated with advertising in the digital and social-media environment
- To connect theoretical knowledge of consumer protection law with contemporary legal practice
- To encourage critical discussion on the balance between commercial interests and consumer rights
- To provide students with practical insights into emerging areas of consumer and regulatory litigation.

3. Resource Person

The workshop featured **Mr. KartikDey, Advocate and Associate Counsel to Mr. Vikramjit Banerjee, Additional Solicitor General of India**, as the resource person.

Mr. KartikDey primarily practices before the **Supreme Court of India and the Delhi High Court** and specialises in high-stakes federal litigation, telecom disputes, consumer law and intellectual property matters. He has also served as a Law Clerk with **Justice HimaKohli** in the Supreme Court of India. His professional experience includes representing the Union Government as counsel before the Supreme Court in matters involving significant questions of law and public importance.

His professional exposure to litigation, consumer law and public-law practice made the session particularly relevant for students seeking to understand the practical operation of consumer protection law and advertising regulation.

4. Programme Schedule

The workshop was conducted according to the following schedule:

Sl. No.	Particulars	Time
1.	Welcome Address by Dr. NabarunBhattacharjee, Principal, Faculty of Law, ICFAI University, Tripura	02:30 PM – 02:40 PM
2.	Introduction of the Speaker by Dr. Swarup Mukherjee, Convener-cum-Nodal Officer, Consumer Club, ICFAI University, Tripura	02:40 PM – 02:50 PM
3.	Special Lecture on “Regulating Surrogate and Misleading Advertisements under Consumer Protection Law in India” by Mr. KartikDey, Advocate & Associate Counsel to Additional Solicitor General of India	02:50 PM – 03:50 PM
4.	Question–Answer Session	03:50 PM – 03:55 PM
5.	Vote of Thanks by Dr. Debabrata Roy, Coordinator, Faculty of Law, ICFAI University, Tripura	03:55 PM – 04:00 PM

5. Proceedings of the Workshop

The Online Workshop commenced at **02:30 PM** with the **Welcome Address by Dr. NabarunBhattacharjee, Principal, Faculty of Law, ICFAI University, Tripura**. He extended a warm welcome to the resource person, faculty members and participating students. He also highlighted the significance of discussing contemporary issues relating to consumer protection and advertising regulation in the context of an increasingly digital and commercially driven marketplace.

The welcome address was followed by the **Introduction of the Speaker by Dr. Swarup Mukherjee, Convener-cum-Nodal Officer, Consumer Club, ICFAI University, Tripura**. Dr. Mukherjee introduced Mr. KartikDey and briefly highlighted his professional experience and expertise in litigation, consumer law, intellectual property and public-law matters.

The principal academic session of the workshop commenced at **02:50 PM** with the **Special Lecture delivered by Mr. KartikDey on “Regulating Surrogate and Misleading Advertisements under Consumer Protection Law in India.”**

During the lecture, Mr. Dey provided an insightful discussion on the legal and regulatory dimensions of misleading and surrogate advertisements in India. He addressed the manner in

which consumer protection law seeks to safeguard consumers against deceptive commercial practices while balancing legitimate commercial interests.

The session covered several important areas, including the meaning and evolution of misleading and deceptive advertisements, contemporary forms of surrogate advertising, regulation under the Consumer Protection Act, 2019, and the role and powers of the Central Consumer Protection Authority. The discussion also addressed misleading advertisements as an unfair trade practice and the legal responsibilities of manufacturers, advertisers and service providers.

Particular attention was also given to the responsibilities of **celebrities, influencers and endorsers**, including issues relating to due diligence and disclosure obligations. The speaker discussed the growing significance of advertising through digital and social-media platforms and the emerging regulatory challenges associated with influencer-based and disguised advertising.

The lecture further enabled students to appreciate the relationship between consumer protection law, intellectual property law and advertising regulation, as well as the balance between freedom of commercial expression and the need to protect consumers. The discussion of remedies, penalties and judicial approaches towards deceptive commercial representations provided students with valuable practical perspectives.

The lecture was followed by a brief **Question–Answer Session from 03:50 PM to 03:55 PM**. The session provided students with an opportunity to interact with the resource person and seek clarification on issues relating to misleading advertisements, regulatory mechanisms and the practical application of consumer protection law.

The programme concluded with the **Vote of Thanks delivered by Dr. Debabrata Roy, Coordinator, Faculty of Law, ICFAI University, Tripura, from 03:55 PM to 04:00 PM**. He expressed sincere gratitude to the resource person for sharing his valuable professional and academic insights and thanked the University authorities, faculty members, organisers and students for their active participation and support in making the workshop successful.

6. Participation

The Online Workshop received an **enthusiastic response from the students, with approximately 120 students attending the programme**.

The substantial participation reflected the students' interest in contemporary developments in consumer protection law and the regulation of commercial advertisements. The online mode also facilitated wider student participation and provided an accessible platform for interaction with a practising legal professional.

The programme was particularly relevant for students interested in **consumer protection law, commercial law, constitutional law, intellectual property law and regulatory law**, which were identified among the intended areas of academic interest for the programme.

7. Key Areas Discussed

The workshop provided comprehensive exposure to several emerging areas of advertising and consumer protection law, including:

1. Meaning and evolution of misleading and deceptive advertisements
2. Concept and contemporary forms of surrogate advertising
3. Regulation of advertisements under the Consumer Protection Act, 2019
4. Role and powers of the Central Consumer Protection Authority
5. Misleading advertisements as an unfair trade practice
6. Liability of manufacturers, advertisers and service providers

7. Legal responsibility of celebrities, endorsers and influencers
8. Due diligence and disclosure obligations
9. Regulation of digital and social-media advertising
10. Judicial approaches towards deceptive commercial representations
11. Interaction between consumer protection law and intellectual property law
12. Commercial expression and consumer protection
13. Remedies and penalties against misleading advertisements
14. Emerging challenges relating to influencer-based and disguised advertising
15. Future directions for effective consumer-oriented advertising regulation.

8. Academic Outcomes

The workshop proved academically beneficial for the participating students. It enabled them to gain a better understanding of the rapidly evolving regulatory environment surrounding advertising in India.

The interaction with an experienced practising counsel helped students understand how consumer protection principles operate not merely at the level of statutory provisions but also in **litigation, regulatory proceedings and contemporary commercial disputes**.

The major academic outcomes of the programme included:

- Enhanced awareness of misleading and surrogate advertising practices
- Better understanding of the Consumer Protection Act, 2019
- Greater familiarity with the role of the CCPA
- Understanding of the responsibilities of advertisers and endorsers
- Awareness of the legal implications of digital and influencer advertising
- Appreciation of the practical challenges in enforcing advertising standards
- Development of a critical perspective on consumer rights and commercial interests
- Exposure to practical aspects of consumer and regulatory litigation
- Better understanding of the connection between classroom learning and professional legal practice

9. Significance of the Workshop

The workshop was significant in view of the rapidly changing nature of commercial communication and the increasing influence of digital platforms and social media on consumer behaviour.

Traditional advertising has increasingly become intertwined with **digital platforms, social media, celebrity endorsements and sophisticated marketing strategies**, making effective regulation an important component of contemporary consumer protection law.

For law students, an understanding of these developments is particularly important because the regulation of advertising involves the intersection of several areas of law, including **consumer protection, commercial law, intellectual property, constitutional law and regulatory law**.

The workshop therefore served as an effective academic initiative for promoting awareness of contemporary consumer justice issues and encouraging students to examine legal questions from both theoretical and practical perspectives.

10. Conclusion

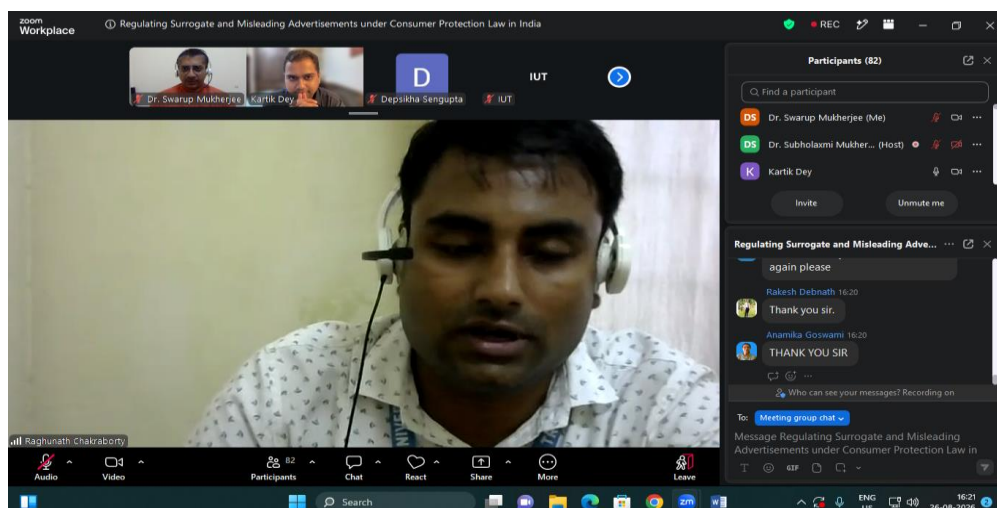
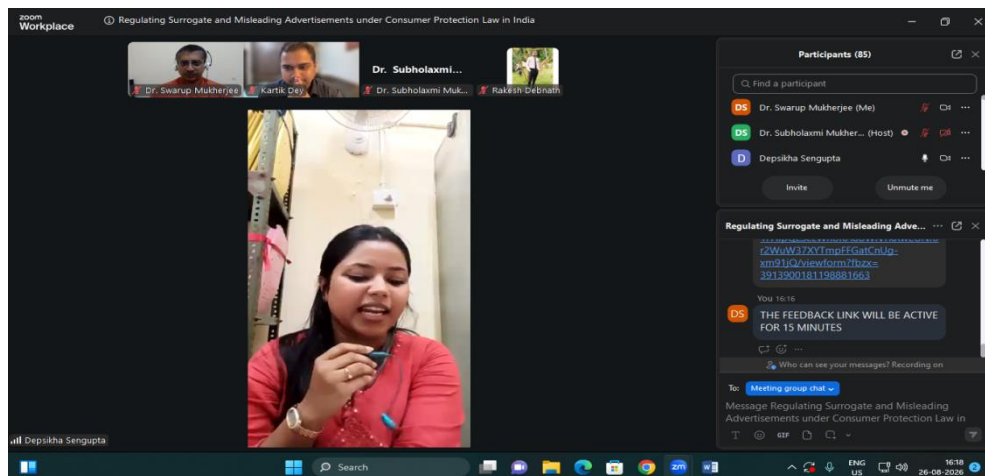
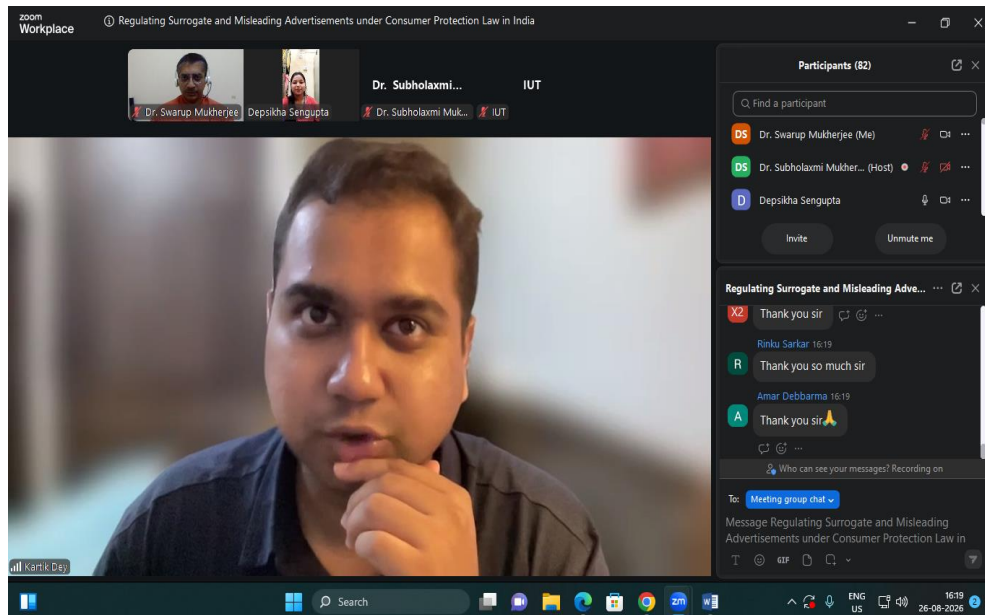
The **Online Workshop on “Regulating Surrogate and Misleading Advertisements under Consumer Protection Law in India”** was successfully organised by the **Consumer Club, Faculty of Law, ICFAI University, Tripura**, on **26 August 2026**.

The programme witnessed the participation of **approximately 120 students** and received an encouraging response from the student community. The special lecture delivered by **Mr. KartikDey, Advocate and Associate Counsel to the Additional Solicitor General of India**, provided participants with valuable insights into the legal, regulatory and practical dimensions of misleading and surrogate advertisements.

The structured programme, expert lecture and interactive Question–Answer Session enabled students to develop a more comprehensive understanding of the responsibilities of market participants and the mechanisms available for protecting consumer interests.

The successful organisation of the workshop reflects the commitment of the **Consumer Club and the Faculty of Law, ICFAI University, Tripura**, towards providing students with meaningful exposure to contemporary legal developments and professional perspectives. The programme also contributed to the broader objective of promoting consumer awareness, legal literacy and responsible participation in the marketplace.

SCREENSHOTS:



List of Participants:

SL. No.	Name	Designation
1.	Dr. Subholaxmi Mukherjee	FACULTY
2.	Dr. ROMITA REANG	FACULTY
3.	Anindita Saha	PhD in law
4.	Shiladitya Nath	LLB. 3rd year 1st sem
5.	Gourav Debnath	LLB. 3rd year
6.	Madhurika De	PhD. in law
7.	Anirban Acharjee	LLB 1st Year
8.	Eliza Sharma Sarkar	BA.LLB 4th year
9.	Akash Sutradhar	23IUT0110055
10.	Ningthoujam Ravikanta	LL.B 2nd year
11.	Smriti Bhowmik	LLB 1st Year
12.	Anindita Debbarma	LL.B
13.	Dr. Divya Prakash Pathak	Faculty
14.	Anamika goswami	1st year LLB
15.	Tushi Tripura	LL.B (2nd year)
16.	Soheli Acharjee	LLB 1st Year
17.	Trisha louha	BA-LLB 4TH YEAR
18.	Sourabh pal	LLB ,2nd year,2nd Sem
19.	Pranamika Deb	LLB 3rd year
20.	Shamiha Deb	LLB 3rd Year
21.	Siddhartha Chakraborty	Llb 3rd year 1st semester
22.	Durga Saha	LL.B 1st Year
23.	Lalramchhan kaipeng	CONSUMER CLUB
24.	Debasmita Deb	LLB 2nd year
25.	Tanmoy Deb	LLB
26.	DIPAK DAS	LL.B 2ND YEARS
27.	NABAJIT GHOSH	LLB, 2ND YEAR, 1ST SEM
28.	Henry Lalbiakkima	LLB 1Year
29.	Anikesh Shil	BALLB, 3rd year
30.	Roshni Laskar	Phd in law
31.	Bideepta Roy	LL.B. 3rd year
32.	Pratima Debbarma	L. L. B 2nd year
33.	Sonali Debbarma	Ph.D. in Law
34.	Rinaxmi Debbarma	LLB 3rd year
35.	Rakesh Debnath	LLB 3rd year
36.	ROHIT MURASING	Ba llb 4th year
37.	Mita Majumder	LLB 2nd year 1st semester
38.	Eliza Sharma Sarkar	Ballb 4th year
39.	Anchita Debnath	LLB
40.	Kinkkini Bhattacharya	BA llb
41.	NABAJIT GHOSH	LLB, 2ND YEAR, 1ST SEM
42.	Dipanjana Acharjee	phd in law
43.	Dwipjoy karmakar	LLB
44.	Risha DEBBARMA	BA .LLB
45.	Ayesha Chakma	LLB
46.	SUNIA SULTANA	LLB 2ND YEAR
47.	Ankita Laskar	LLB 2nd year
48.	Rajashree Deb	LLB
49.	Supriya Roy	BALLB
50.	ARIJITA DAS	LL.B 2nd YEAR

51.	Ankita Chakraborty	L.L.B, 2nd year
52.	Anindita Debbarma	LL.B
53.	Rinku sarkar	LLB 2nd year
54.	Supriya Roy	BALLB
55.	Rajesh Mia	LLB 2ND YEAR
56.	Sikriti Datta	Regulating Surrogate and Misleading Advertisements under Consumer Protection Law in India
57.	Rubel Malakar	LLB, 1st year
58.	TANMOY DEBNATH	BBALLB
59.	Pranamika Deb	LLB 3rd year
60.	Anamika goswami	1st year
61.	Ayush Pal	LLB 3rd year
62.	Sutapa das	LLB 2nd year
63.	Raj Datta	LLB 1st Year
64.	Swapna Malakar	LLB 3 years
65.	Pinak debbbarma	1st year LLB
66.	Smriti Bhowmik	LLB 1st Year
67.	Koushik Sarkar	LLB
68.	sayantani deb choudhury	ba llb(h)
69.	Priyanjana Goswami	BALLB 4th section B
70.	Debapriya Debnath	BA.LLB 4th year
71.	SARMINA BEGAM	LL.B 2nd year 1st semester
72.	Rubel Malakar	LLB,1st Year
73.	Mukta Kar	LLB 2nd year
74.	Priti Debnath	LLB 1st year
75.	RAJIB debbarma	Llb
76.	AMARJIT DEBBARMA	LL.B, 2nd year 1st semester
77.	Kamrun Nehar Khan	LLB 1st year
78.	Durga Saha	LL.B 1st year