

MAJOR S.D. SINGH UNIVERSITY, FARRUKHABAD

FACULTY OF LAW

Activity Completion Report

Title: International Workshop on “Consumer Autonomy in the Digital Age: Navigating Privacy, Intermediary Liability, and Algorithmic Advertising”.

Organized by: Consumer Advocacy Group (CAG), VSSD College, Kanpur, in collaboration with Faculty of Law, Major S. D. Singh University, Farrukhabad

Date of Activity: 29-August-2026

Mode: Online Webinar (Zoom Meet)

Academic Session: 2026–27

Number of Participants: 310

1. Objective of the Activity

The International Workshop was organized with the following objectives:

1. To create academic awareness regarding **consumer autonomy and consumer rights in the digital age**.
2. To examine emerging legal challenges relating to **digital privacy and protection of consumer data**.
3. To understand the evolving concept of **intermediary liability** in the digital ecosystem.
4. To discuss the role and impact of **algorithmic advertising** on consumer choices, autonomy, and decision-making.
5. To provide students, academicians, researchers, and legal professionals with an opportunity to engage with contemporary developments in **digital consumer protection law**.

6. To promote awareness regarding the need for **responsible use of technology and algorithms** in digital marketplaces.
7. To strengthen academic collaboration and knowledge exchange among institutions, legal experts, researchers, and organizations working in the field of consumer advocacy.
8. To encourage informed and empowered consumers capable of protecting their rights in an increasingly technology-driven marketplace.

2. Description of the Activity

An International Workshop on “**Consumer Autonomy in the Digital Age: Navigating Privacy, Intermediary Liability, and Algorithmic Advertising**” was successfully organized on **29 August 2026** in online mode through the collaborative efforts of the **Consumer Advocacy Group (CAG), VSSD College, Kanpur**, and the **Faculty of Law, Major S. D. Singh University, Farrukhabad**.

The programme was organized under the esteemed patronage of **CA Neetu Singh, Secretary, Board of Management, VSSD College, Kanpur**. The workshop provided a significant academic platform for deliberations on contemporary issues concerning consumer autonomy, privacy, intermediary liability, algorithmic advertising, and digital consumer protection.

The programme was anchored by **Dr. Kajal Kushwaha, Assistant Professor of Law, VSSD College, Kanpur and Co-Convenor of the International Workshop**.

The workshop commenced with a formal **Welcome Address by Prof. (Dr.) Neeru Tandon, Principal, VSSD College, Kanpur**, who welcomed the distinguished dignitaries, speakers, faculty members, and participants.

Thereafter, **Mrs. Amrita Verma** introduced **Dr. PVVS Murthy, Founder, Consumer Advocacy Group (CAG)**. Dr. Murthy addressed the gathering and highlighted the objectives, initiatives, and contribution of CAG towards consumer awareness, advocacy, education, and empowerment.

Mrs. Amrita Verma subsequently introduced the **Chief Guest, Prof. Ashok R. Patil, Vice-Chancellor, National University of Study and Research in Law (NUSRL), Ranchi**. Prof. Patil shared valuable academic perspectives on consumer autonomy and the changing legal environment in the digital age.

The programme was further enriched by the gracious presence and academic association of **Prof. Rajpal, Dean, Faculty of Law, Major S. D. Singh University, Farrukhabad**, whose participation strengthened the collaborative academic initiative.

The first academic session was delivered by **Prof. (Dr.) Rashmi Salpekar, Dean, Vivekananda School of Law and Legal Studies**. She was introduced by **Mr. Vishal Gupta** and provided insightful perspectives on consumer protection and consumer autonomy in the digital environment.

The second academic session was delivered by **Dr. Aashish Shrivastav, Senior Lecturer, Monash University, Australia**, who was also introduced by Mr. Vishal Gupta. His session focused on the implications of technology, digital platforms, privacy, and consumer autonomy in the rapidly evolving digital ecosystem.

Following the academic sessions, **Prof. A. B. Jaiswal, State Coordinator, Consumer Advocacy Group, Uttar Pradesh**, presented the **CAG Report**, highlighting the organization's initiatives and activities relating to consumer awareness, education, advocacy, and protection.

The programme concluded with a formal **Vote of Thanks delivered by Mr. Rajesh Kr. Vishwakarma, Assistant Professor**, who expressed sincere gratitude to the Chief Guest, guest speakers, dignitaries, organizers, faculty members, advisory committee members, and participants for their valuable contributions.

The workshop also received academic support and association from distinguished Advisory Committee members, including **Prof. Anand Vishwakarma, University of Lucknow**, and **Prof. Shailendra Kumar Gupta, Banaras Hindu University (BHU)**.

Approximately **310 participants attended the online workshop**, demonstrating substantial academic interest in the contemporary theme and its relevance to consumers, legal education, technology, and digital governance.

3. Outcome of the Activity

The International Workshop achieved the following outcomes:

1. **Enhanced Awareness:** Participants gained greater awareness of emerging issues concerning consumer autonomy and consumer rights in the digital marketplace.
2. **Understanding of Privacy Issues:** The workshop enhanced understanding of the importance of privacy and protection of consumer data in technology-driven transactions.
3. **Knowledge of Intermediary Liability:** Participants developed a better understanding of the legal responsibilities and accountability of intermediaries and digital platforms.
4. **Awareness of Algorithmic Advertising:** The deliberations helped participants understand how algorithmic advertising can influence consumer choices, preferences, and decision-making.
5. **Academic Enrichment:** The expert sessions provided students, faculty members, researchers, and legal professionals with contemporary legal perspectives from eminent academicians and experts.
6. **Consumer Empowerment:** The programme reinforced the importance of consumer awareness, informed decision-making, and effective legal safeguards in the digital marketplace.
7. **Interdisciplinary Learning:** The workshop encouraged discussion at the intersection of **law, technology, privacy, consumer protection, and digital governance**.
8. **Academic Collaboration:** The collaborative organization of the workshop strengthened institutional networking and provided opportunities for future academic and research collaborations.

9. **Global Perspective:** Participation and deliberations involving experts with international academic exposure provided participants with broader perspectives on emerging global challenges relating to digital consumers.
10. **Large-Scale Participation:** The participation of approximately **310 attendees** reflected the relevance and academic significance of the theme.

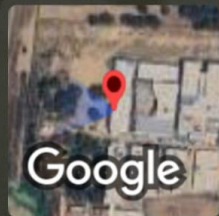
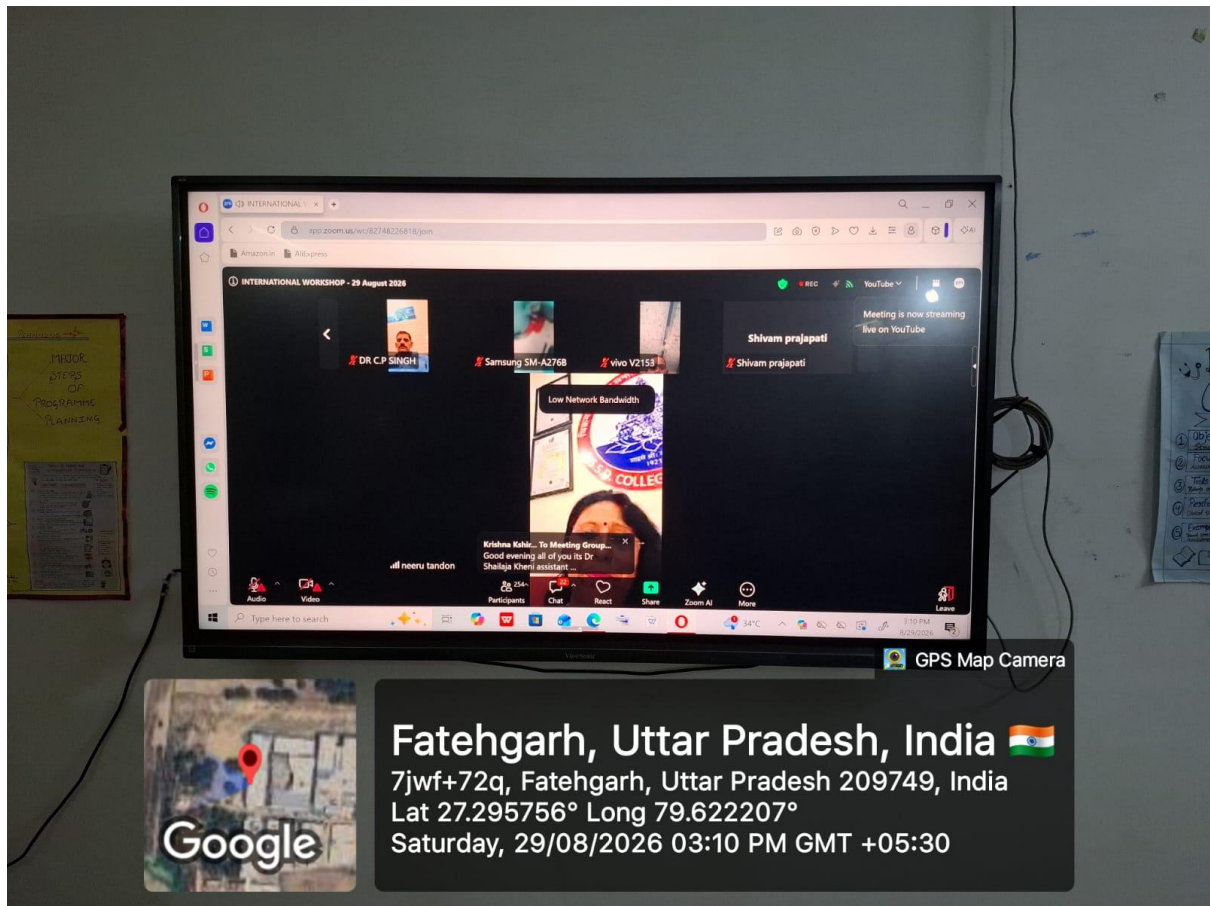
4. Overall Impact

The International Workshop successfully provided a meaningful academic forum for examining the challenges faced by consumers in the digital age. The expert deliberations emphasized the need for **consumer awareness, privacy protection, intermediary accountability, transparency in algorithmic systems, responsible digital advertising, and effective legal safeguards.**

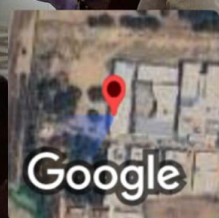
The activity contributed significantly to the academic development of participants and reinforced the importance of creating **informed, aware, and empowered consumers** capable of exercising their rights in the rapidly evolving digital marketplace.







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अंतरराष्ट्रीय कार्यशाला के सफल आयोजन पर डॉ. राजपाल सिंह को मिला प्रशंसा प्रमाण पत्र

यूथ इंडिया, फर्रुखाबाद

मेजर एस.डी. सिंह विश्वविद्यालय, फर्रुखाबाद के विधि संकाय के अधिष्ठाता डॉ. राजपाल सिंह को अंतरराष्ट्रीय कार्यशाला के सफल आयोजन में महत्वपूर्ण योगदान के लिए प्रशंसा प्रमाण पत्र प्रदान किया गया।

कंज्यूमर एडवोकेसी ग्रुप के सहयोग से वीएसएसडी कॉलेज, कानपुर एवं मेजर एस.डी. सिंह विश्वविद्यालय के विधि संकाय द्वारा आयोजित अंतरराष्ट्रीय कार्यशाला में डॉ. राजपाल सिंह ने संयोजक के रूप में महत्वपूर्ण भूमिका निभाई।



कार्यशाला का विषय डिजिटल युग में उपभोक्ता स्वायत्तता, निजता, मध्यस्थ की जवाबदेही एवं कृत्रिम बुद्धिमत्ता आधारित विज्ञापन रहा।

29 अगस्त को आयोजित कार्यशाला के सफल नियोजन, समन्वय एवं संचालन में योगदान के लिए उन्हें यह प्रमाण पत्र दिया गया।

कंज्यूमर एडवोकेसी ग्रुप के संस्थापक डॉ. पी.वी.वी.एस. मूर्ति, राज्य समन्वयक प्रो. डॉ. ए.बी. जायसवाल एवं वीएसएसडी कॉलेज कानपुर की प्रधानाचार्य प्रो. डॉ. नीरू टंडन डॉ. राजपाल सिंह के समर्पण, नेतृत्व और सहयोग की सराहना करते हुए उन्हें निरंतर सफलता की शुभकामनाएं दीं।