Dear Madam/Sir,

Greetings from All India Council for Technical Education (AICTE) ..!

The Department of Consumer Affairs (DoCA) in collaboration with IIT (BHU) launched Dark Patterns Buster Hackathon (DPBH-2023) on 26.10.2023 to design & prototype innovative app or software-based solutions that can detect the use, type and scale of dark patterns for E-Commerce platforms.

The Department had earlier released Draft Guidelines on Prevention and Regulation of Dark Patterns seeking public comments and has now launched DPBH-2023 to address dark patterns in e-commerce platforms and promote innovation and transparency in the digital marketplace. The problem statement with needful desirables and criteria was released on October 26, 2023, during the launch event, which was joined by the concerned stakeholders such as law Institutes, Higher Educational Institutes, experts from National and International Academia, students, various companies and e-commerce platforms in both physical and online mode.

The Hackathon is divided into following four stages/rounds:

Round 1- Registration of participant Teams and Host Institutes

Round 2- Intra Institute DPBH 2023 to be organized

Round 3- Inter Institute DPBH 2023 to be organized and

Round 4- Distribution of awards and prizes on World Consumer Rights Day The winners will be rewarded with a Certificate of Achievement and the Prize money in the following order; 1st prize of INR 10 lacs, 2nd prize of INR 5 lacs, 3rd prize of INR 3 lacs, 4th prize of INR 2 lacs and 5th price of INR 1 lac respectively.

While Round 1 involved registration of participant Teams and Host Institutes, Round 2 will require the participation of your institute/college/industry for organizing Intra Institute DPBH 2023.

For the successful implementation of Round 2, you are requested to kindly ensure your institute/college/industry's participation. We look forward to your active support and participation in the Hackathon as it will be vital in making this program a success and will strengthen the protection of consumer interests. Department believes that together with your support, we can make a significant impact in the fight against dark patterns and enhance the online shopping experience for consumers in India.

In case you have any questions or require further information, | request you to visit the event

website at: https://doca.gov.in/DarkPatternsBusterHackathon/ or contact the organizing team at: dpbh2023@iitbhu.ac.in

In view of the foregoing, AICTE requests your institution to nominate a Nodal Person from your college/institute. He/she will serve as the Single Point of Contact (SPOC) and to coordinate closely with the DPBH 23 organising team to organise Round 2 of the hackathon in their respective college/institute.

The **nominated Nodal Person/SPOC shall immediately register** at the https://dpbh2023.in/institution-participation.html. Please note that **the deadline for the registration** to participate in the DPBH-2023 is **November 24, 2023**. This extension has been granted in response to numerous requests received.

Post registration, (DoCA) will hold orientation meetings and provide additional guidance to help the colleges and institutes to organize the Round - 2 of DPBH-2023, conveniently.

Concerned people may also **watch the YouTube video** on the launch and press release event of this hackathon, held at the Ministry on Oct.24, 2023 at the Department of Consumer Affairs (DoCA), New Delhi, at: https://www.youtube.com/live/ehbWWmOu_U?si=CsnrNR4IbnIafBEx&t=950.

We have also **attached the PPT** that has been officially released by the Ministry of Consumer Affairs for this hackathon.

Pfa:-
https://drive.google.com/file/d/1NUSWCR7OyYqZVz733da7yplrY7HNOAQ4/view?usp=sharing