



SVKM'S PRAVIN GANDHI COLLEGE OF LAW



The Moot Court Society

IN ASSOCIATION WITH CIVIS

CONFICIENDIS
LEGISLATIVA

Presents

“ CONFICIENDIS LEGISLATIVA ”

12th NATIONAL LEGISLATIVE DRAFTING COMPETITION, 2023

DRAFT A BILL ON 'REGULATION ON THE PROFESSION OF SOCIAL
MEDIA INFLUENCERS'

The drafted bills will be sent to the Ministry of Consumer Affairs Government of India as recommendations.

TRAINING SESSION TOPICS

- 1. Plain Language Draft - A Draft for Layman**
- 2. Art of Legislation Drafting - Basics of Policy Making Draft**
- 3. Citizen Participation in Law Making - Issues of Public Interest**

RULES AND REGULATIONS

• **ELIGIBILITY FOR PARTICIPATION**

Participation is restricted to students currently pursuing their law degree. Law schools/colleges recognised by the Bar Council of India are eligible to participate in the **12TH CONFICIENDIS LEGISLATIVA NATIONAL LEGISLATIVE DRAFTING COMPETITION 2023.**

- **TEAM COMPOSITION**

The team may comprise of a maximum number of 2 members. A maximum of 3 entries are permitted from each institution.

Note: Cross college participation is allowed.

- **REGISTRATION**

All interested teams who wish to register shall send the duly completed Registration Form (*see Annexure A*) to **mcs.svkm@gmail.com** along with the Transaction details (screenshot of the online payment) of **Rs. 2,000/-** (Rupees Two Thousand Only) as the registration fee.

The Account Details are as follows –

Name of Account – SVKM'S PRAVIN GANDHI COLLEGE OF LAW

Name of the Bank – HDFC Bank (JVPD SCHEME, M-56)

A/C No. - 03210330000171

Type of Account – Current Account

IFSC Code – HDFC0000321

The Participants have to register provisionally by sending an email to **mcs.svkm@gmail.com** by **15th February 2023 before 11:59 PM.**

The email should include -

1. Name of the institute,
2. Name of the participants, and
3. Contact details of the participants.

The **last date** for sending the soft copy of the registration form and proof of payment of registration fee is **25th February 2022 before 11:59 PM.**

All the formalities have to be completed in order to confirm the participation.

- **BACKGROUND NOTE**

In the ever-progressive world of technology, legal frameworks struggle to keep up with the pace of the inevitable evolution of the business models of social media platforms such as Facebook, Instagram, YouTube, Snapchat, Pinterest, and Twitter, and how they are impacted by a new category of celebrities: The Social Media Influencer or commonly known as “Influencers”. There are many unfortunate by-products of such business models including false advertising, misinformation, misuse of freedom of speech and expression rights, cyber-bullying, among others. False advertising is quite pronounced and prevalent in the Indian advertising market. Some significant challenges are raised by consumers' increasing online presence and usage within this overall framework. Approximately half of India's population, utilises social media, and this percentage is predicted to rise - The Indian influencer marketing sector is estimated to be valued at close to 900 crore and might reach 2,000 crore by 2025.

The Advertising Standards Council of India (ASCI) started monitoring digital and social media platforms for violations of its influencer advertising guidelines about labelling paid promotions by influencers. However, industry executives said that these guidelines hadn't made much of an impact on how the industry operates. The Covid – 19 Pandemic showed us just how much impact misinformation has on a global level. Part of the difficulty addressing COVID-19 misinformation is that the scientific consensus about a novel virus, its transmission pathways, and effective mitigation measures is constantly evolving as new evidence becomes available.

When it comes to free speech, many consider it a license to allow misinformation and conspiracy theories to proliferate unabated. This free speech-obsessed climate has created a monster in the name of free speech and ignores its purpose and now threatens to undermine its crucial benefits. The time has come for the Indian Government to take into consideration the massive increase in the Social media usage and come up with a congruent framework that is effective, fair, reasonable, and puts accountability at its heart. Multiple issues at hand have to be solved and numerous questions need to be answered; whether the product being advertised is used by the influencer themselves, who would qualifies as an Influencer or who an Influencer is needs to be discussed and decided, and on what basis the same will be decided. Our Government must bring the current legislature up to speed with the new technological progress and utilisation, and must aim to bring about transparency in the blurry world of Influencing. *[Source –Press Information Bureau,*

*Government of India – Endorsement Guidelines for Celebs and Social Media Influencers;
Advertisement Regulation in Times of Influencers]*

- **FORMAT OF THE SUBMISSION**

- The language for the competition will be strictly English.
- The font used must be Times New Roman, size 12, line spacing should be set at 1.5, with one-inch margin on each side.
- The font of footnotes must be Times New Roman, Size 10, single line spacing.
- Page numbers must be given at the Top Right-hand corner.
- The length of the bill should not exceed 30 pages.
- The cover page of the submission should include the Long Title of the bill along with the name of the Author(s), with the author's designation.

- **FORMAT OF THE DRAFT**

The draft of the Legislation should be in the following format:

- The Long Title
- The Preamble
- The Enacting Clause
- The Short Title
- Extent and Commencement Clause
- Definitions
- The Operative Section
- Exceptions and Exemptions Clause
- Procedural Provisions
- Offences
- Penalties
- Provisions regarding Delegated Legislation

- **GENERAL RULES**

➤ The Participants have to send the soft copy of the registration form along with the proof of payment by **11:59 PM, 25th February 2023.**

➤ The Participants have to send the soft copy of the Legislative bill by **28th March 2023** by **11:59 PM.**

➤ Results will be declared on **8th April 2023.**

➤ All participants will receive a participation certificate.

➤ **Entries sent after the deadline shall be disqualified.**

➤ **Any entry found to be plagiarized will be disqualified.**

- **PRIZES**

➤ **The Best Team** - Cash Prize of Rs. 10,000/- and Certificates.

➤ **The Runner Up Team** - Cash Prize of Rs. 7,000 and Certificates.

➤ **The Second Runner Up Team** - Cash Prize of Rs. 5,000 and Certificates.

- **FOR FURTHER QUERIES PLEASE CONTACT:**

Faculty-in-Charge: Dr. Geeta Kubsad: +91 98202 54446

Student Co-ordinators: Miss. Anushka Mansharamani: +91 98707 00240

Mr. Somesh Pathak: +91 94106 81169

Miss. Ritu Bavishi: +91 96191 61175

ANNEXURE 'A'

REGISTRATION FORM

(Please fill in block letters)

Name of the Institution: _____

Address: _____

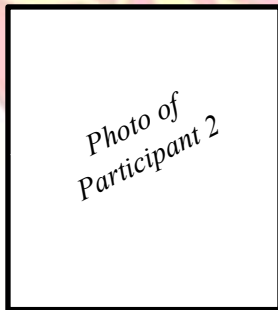
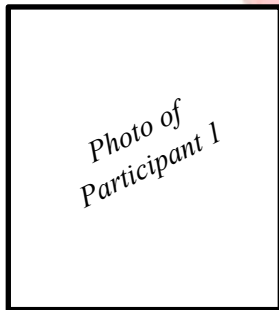
Email: _____ Phone: _____

Name of Faculty In-charge: _____

Contact details of faculty in-charge: _____

Name of Participant 1: _____

Name of Participant 2: _____



(Signature of the Head of the Institution)

NOTE: THE PHOTOGRAPH SHOULD BE SELF ATTESTED.