

Ministry of Consumer Affairs Hosts Hackathon to Bust Dark Pattern Activities in e-Commerce

The Ministry of Consumer Affairs has successfully hosted the Dark Patterns Buster Hackathon - 2023, aimed at offering practical solutions for consumers to counteract unfair practices employed by e-commerce platforms. The Secretary of Consumer Affairs, Shri Rohit Kumar Singh, and Special Secretary Smt. Nidhi Khare jointly launched this Hackathon in New Delhi. Dark Patterns, which encompass deceptive design practices on user interfaces across various platforms, are strategically designed to mislead or coerce users into actions they did not originally intend to undertake. The Ministry of Consumer Affairs intend to leverage the hackathon for fostering greater collaboration with technical institutions and the IT professionals in addressing and mitigating these unethical practices in the e-commerce sector.