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EDITORIAL

It is with immense pleasure that I present the third issue of the *International Journal on Consumer Law and Practice*, 2015. The journal is truly a one-of-its-kind endeavor of the Chair on Consumer Law and Practice at the National Law School of India University, Bengaluru. established by the Ministry of Consumer Affairs, Food and Public Distribution, Department of Consumer Affairs, Government of India, New Delhi.

The Chair on Consumer Law and Practice is acting as a “Think Tank” for the Research and Policy related issues on Consumer Law and Practice. This year, the most monumental accomplishment of the Chair includes being sanctioned one crore rupees by the Ministry of Consumer Affairs, Government of India, for setting up an ‘Online Consumer Mediation Centre’ at the NLSIU.

Given the pre-eminent relevance of Consumer Protection Law(s) to both the society and the individual consumer, this journal is a crucial step towards meeting the goal of enlightening students, academicians, practitioners, legal professionals, etc. about growing trends in this area, with an international perspective in mind.

We feel truly honoured to have received a phenomenal response to our call for articles. We have endeavoured to include these excellent write-ups from authors across the globe, covering very diverse and intriguing facets of the field of Consumer Law and Practice.

I would like to thank Mr. Mahesh S. Betasur, Research Assistant and Ms. Bhuvanyaa Vijay, Student, NLSIU who have contributed to the making of this issue and whose work increased the quality of articles even more.

Prof. (Dr.) Ashok R. Patil
Chief Editor