

Report on “***One Day Workshop on Mastering Perceived Quality***”

Sponsored by: The Institution of Engineers (India)

Organized by: Department of Footwear Technology, Faculty of Engineering,

Venue: Department of Footwear Technology (Old Tannery Campus), Faculty of Engineering, Dayalbagh Educational Institute (Deemed to be University), Dayalbagh, Agra.

Date and Time: February 15, 2025 (Saturday) at 10:30 AM

Introduction

A one-day workshop on "**Mastering Perceived Quality**" was successfully conducted on February 15, 2025, at Department of Footwear Technology, Dayalbagh, Agra. The workshop aimed to provide participants with an in-depth understanding of perceived quality and its impact on consumer behavior and brand positioning.

The event featured two distinguished guest speakers: **Mr. Anil Saini**, ex-Design Director at General Motors, Bangalore, and **Dr. Pankaj Sharma**, Director at Eshan Group of Institutions. Their extensive knowledge and expertise enriched the learning experience for all attendees.

Objectives of the Workshop

- Understanding the concept of perceived quality and its role in customer satisfaction.
- Exploring the factors influencing perceived quality.
- Analyzing real-world case studies related to perceived quality in various industries.
- Providing practical strategies for improving perceived quality in products and services.

Pre-Workshop Competition

A Footwear Design Competition was organized on February 14, 2025. The theme was "**Fusion of Traditional with Modern Footwear Design in Context with Sustainability**." Out of 60 participants, 25 shortlisted students attended the workshop.

Result of the Design Competition:

1. **Varsha Rajput** (B.Tech III Year, DEI, Agra) - **First Prize**
2. **Manjit Bhargav** (B.Tech III Year, DEI, Agra) - **Second Prize**
3. **Dalveer Singh** (Diploma III Year, CFTI, Agra) - **Third Prize**

*(Some free hand designs made by students during design competition are shown in the **Gallery section**)*

Review of Thematic Sessions

Session 1: Introduction to Perceived Quality

Speaker: Dr. Pankaj Sharma

Key Points:

- *Definition and importance of perceived quality.*
- *Differentiation between objective and perceived quality.*
- *Psychological aspects influencing consumer perception.*
- *The impact of first impressions and branding.*
- *Real-world examples of perceived quality in the market.*

Session 2: Factors Affecting Perceived Quality

Speaker: Mr. Anil Saini

Key Points:

- *The role of branding, packaging, and presentation.*
- *Customer experience and its impact on perceived quality.*
- *Measuring and evaluating perceived quality through surveys and feedback.*
- *Influence of pricing, availability, and consumer expectations.*
- *Case studies demonstrating the impact of perceived quality on business success.*

Session 3: Case Studies and Best Practices

Presented by: Dr. Pankaj Sharma and Mr. Anil Saini

Key Points:

- *Case studies from automotive, footwear, and luxury goods industries.*
- *Interactive discussion on how perceived quality drives customer loyalty.*

- *The influence of marketing strategies on perceived quality.*
- *The role of online reviews and social proof in shaping perceptions.*
- *Lessons learned from successful and failed quality management efforts.*

Session 4: Practical Strategies for Enhancing Perceived Quality

Speaker: Mr. Anil Saini

Key Points:

- *Design and material considerations.*
- *Quality control techniques and continuous improvement.*
- *Leveraging digital tools and AI for quality assessment.*
- *Best practices in customer communication and engagement.*
- *Implementation of feedback loops for quality enhancement.*

Hands-On Activities and Group Discussions

Participants engaged in interactive sessions, including:

- *Group discussions on identifying quality perception gaps in different industries.*
- *Practical exercises on improving product presentation and branding.*
- *Mock customer feedback analysis to understand real-time quality expectations.*

Conclusion and Takeaways

The workshop successfully emphasized the significance of **perceived quality** and its **role in business success**. Participants gained **practical insights** on enhancing perceived quality in their respective fields. The event concluded with a vote of thanks to the speakers and organizers.

Acknowledgments

We extend our gratitude to **Mr. Anil Saini** and **Dr. Pankaj Sharma** for their expertise, and to the **organizing committee** and **participants** for their enthusiasm and active involvement.

Participant Feedback and Testimonials

Attendees appreciated the well-structured sessions, insightful discussions, and real-world applications shared by the speakers. Many expressed how the workshop's learnings would be beneficial in their professional roles.

Gallery Section:

Some glimpses of workshop events



Prof. D.K. Chaturvedi (Head Footwear Technology) giving his Workshop Inaugural Speech



Dr. Ashok Yadav (Head Agriculture Engineering) Introducing Speakers



Dr. Pankaj Sharma, Director at Eshan Group of Institutions. (Invited Guest Speaker)



Mr. Anil Saini, ex-Design Director at General Motor (Invited Guest Speaker)



Felicitation of Guest and Prize Distribution by Prof. D.K. Chaturvedi and Dr. Ashok Yadav



Glimpse of some of the free hand footwear designs made by B.Tech in footwear Technology 3rd Year Students during Design Competition.



Group photos (Student participants, speakers and Organizing staff)