



## **One Day Workshop on Mastering Perceived Quality**

**Sponsored by-** The Institution of Engineers (India)

**Organized by-** Department of Footwear Technology, Faculty of Engineering  
Dayalbagh Educational Institute (Deemed to be Univ.)

Dayalbagh, Agra-282005, India

**Venue-** Footwear Fabrication Lab, Tannery Gate No-8, Dayalbagh, Agra

**Date and Time-** February 15, 2025 (Saturday) and 10:30 am

---

### **About the Workshop**

This workshop focuses on a subject that is very vital for designers but is not covered in typical design curricula. Knowledge of Perceived Quality (Also referred as Design Quality or Perceptual Quality) enables designers to ensure that what they have designed does get produced as per the defined design intent (forms, colors, materials and finishes). Perceived Quality is often misunderstood as quality of design (or what we would call as good design), while it's the aesthetic quality of a produced artifact. It takes deeper understanding and practice to distinguish between the quality of design and perceived quality. This practice has originated in the field of automotive design but it is applicable for all fields of design.

### **Introduction**

A one-day workshop on "Mastering Perceived Quality" was conducted on February 15, 2025 at Footwear Fabrication Lab, Tannery Gate No-8, 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 was graced by two esteemed guest speakers, Mr. Anil Saini, ex- Design Director at General Motors, Bangalore and Dr. Pankaj Sharma, Director at Eshan Group of Institutions who shared their expertise and insights on the subject.

### **Objectives of the Workshop**

The primary objectives of the workshop:-

- To understand the concept of perceived quality and its role in customer satisfaction.
- To explore the factors influencing perceived quality.
- To analyze real-world case studies related to quality and perceived quality in various industries.
- To provide practical strategies for improving perceived quality in products and services.

## Pre-workshop Competition

Footwear Design competition for Leather and Footwear technology students was also scheduled on 14 Feb.2025 at Footwear Fabrication Lab, Tannery Gate No-8, Dayalbagh, Agra. Selected designs of students got a chance to attend the workshop on 15 Feb.2025. Topic- Fusion of traditional with modern footwear design in context with sustainability. Out of 60 students participated in the competition, 25 designs were shortlisted for attending the workshop.

Results of competition were-

1. Varsha Rajput, student B.Tech III year-D.E.I-Agra
2. Manjit Bhargav, student B.Tech III year-D.E.I-Agra
3. Dalveer Singh, student Diploma III year-C.F.T.I-Agra

## Workshop Schedule

TIME	PROGRAM
10:30	University Prayer, Introduction and Welcome
10:45	Introduction and Welcome speech by Prof. D.K.Chaturvedi
11:00	Faculty High Lights by Dr. Ashok Yadav
11:15	Introduction of speaker, Dr. Pankaj Sharma
11:20	Talk of Dr. Pankaj Sharma
12:20	Introduction of speaker, Mr. Anil Saini
	Introduction followed by Q/A, Mr. Anil Saini
01:00	Felicitation of Guest and <i>Prize Distribution</i> by Prof. D.K.Chaturvedi and Dr. Ashok Yadav
	Lunch
01:30	Workshop- <b>Mastering Perceived Quality</b>
05:00	Practical Strategies for Enhancing Perceived Quality by Students in five batches
05:30	Vote of thanks
05:35	University song & National Anthem

The workshop was structured into the following sessions:



The workshop started at 10:30 a.m. by University Prayer and Welcome Speech



**University Prayer by students**

The programme started at 10:45 am and was inaugurated by Prof. D.K.Chaturvedi, (Head, Dept. of Footwear Technology) delivered the Welcome and Introduction speech. He gave a brief introduction about the workshop.



Dr. Ashok Yadav (Head, Dept. of Agricultural engineering) presented the faculty highlights.



## REVIEW OF THEMATIC SESSIONS

### Session 1: Introduction to Perceived Quality

Speaker: **Dr. Pankaj Sharma**



### Key Points Discussed:

- 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 Discussed:

- 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 how perceived quality impacts business success.



### Session 3: Case Studies and Best Practices

Presented by **Both speakers**

- Analysis of case studies from industries such as automotive, footwear, and luxury goods etc.
- 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.
- Discussion on successful quality enhancement initiatives by global brands.
- Lessons learned from failed quality management efforts.

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

#### **1. Dr. Pankaj Sharma**



**2. Mr. Anil Saini**





**Results of competition were-**

1. Varsha Rajput, student B.Tech III year-D.E.I-Agra



2. Manjit Bhargav, student B.Tech III year-D.E.I-Agra





3. Dalveer Singh, student Diploma III year-C.F.T.I-Agra



#### **Session 4: Practical Strategies for Enhancing Perceived Quality**

**Speaker: Mr. Anil Saini**

#### **Key Points Discussed:**

- 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.





## Q&A Session

The workshop concluded with an interactive Q&A session where participants had the opportunity to seek clarifications and gain deeper insights from the speakers. The discussions were engaging and provided practical solutions to industry-specific challenges.

## **Conclusion and Takeaways**

The workshop successfully highlighted the importance of perceived quality and its influence on business success. Participants gained valuable knowledge and practical skills to enhance the perceived quality of their products and services. The event concluded with a vote of thanks to the speakers and organizers for their contributions to making the workshop a success.

## **Acknowledgments**

We extend our heartfelt gratitude to our esteemed guest speakers, Mr. Anil Saini and Dr. Pankaj Sharma, for sharing their expertise. Special thanks to the organizing committee and all the participants for their active involvement and enthusiasm.

## **Participant Feedback and Testimonials**

Participants expressed their appreciation for the well-structured sessions, insightful discussions, and real-world applications presented by the speakers. Several attendees highlighted the relevance of the workshop in their professional roles and how they could apply the knowledge in their industries.

**Organizing Secretaries:** Dr. Ashok Yadav, Dr. Atul Dayal, and Mr. Arjun Verma

The session ended with University Song and National Anthem.


Note- Our institution is indebted to IEI for their constant support in conducting such activities and hopefully expecting their support in future also.











# The Institution Of Engineers (India)

AGRA LOCAL CENTRE

*In Association with*

## Department of Footwear Technology

## Dayalbagh Educational Institute, Dayalbagh, Agra

### *One Day Workshop On*

# Mastering Perceived Quality

**Venue : Footwear Fabrication Lab, Tannery Gate No. 8**

**Dayalbagh, Agra**

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

**Er. Rajneesh Kumar Yadav, FIE**  
Chairman  
IEI Agra Local Centre

**Dr. Ashoke Yadav, FIE**  
Organizing Secretary  
Dayalbagh Educational Institute, Agra

**Prof. D.K. Chaturvedi**  
Head, Dept. of Footwear Technology  
Dayalbagh Educational Institute, Agra

**Dr. Anurag Kulshrestha, MIE**  
Hon. Secretary  
IEI Agra Local Centre

[February 15, 2025]