



## PROJECT SUMMARY

<b>Ref No.:</b> MRIC-SIRGS-2102	<b>Title:</b> Practical Training in Product Development Methodology to boost innovation in artisanal manufacturing
<b>Local Company:</b> My Pop-Up Store Co Ltd	
<b>Project Leader</b>	
Mrs Elizabeth de Marcy Chelin-Chabert	My Pop-Up Store Co Ltd
<b>Team Members</b>	
<b>Name</b>	<b>Organisation</b>
Mrs Paula Mamotte	My Pop-Up Store Co Ltd
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<b>TECHNICAL ABSTRACT</b>	
<p>The project proposes to develop an adapted practical training in Product Development Methodology to boost innovation among vulnerable artisans in Mauritius. As a result of the project, vulnerable artisans are expected to have developed new products and tested them on the market; they will have experienced a boost in their sales and related income; and have acquired the necessary skills to continue to develop new products that are aligned with international trends. The use of Product Development Methodology and Conceptualization in the artisanal manufacture sector has the potential to merge Mauritian traditional skills and international trends and standards, to reinvent authentic local goods and elevate its value. This in turn could have endless benefits from handholding vulnerable artisans out of poverty, making local SMEs profitable, boosting the local economy, opening new recognized profession for the youth, providing equal opportunities for “non-academic” citizens to become successful in business, attracting international recognition of and interests for Mauritian talents, boosting patriotism and valuing the Mauritian know-how, etc.</p>	
<b>Key Words:</b> Practical Training, Product Development Methodology and Conceptualization, Socio-economic Empowerment, Artisanal Manufacture	