

Report on the Pre-Launch of Avil Milk – "KUVIL" on 20/01/2025

The pre-launch event of "KUVIL," an innovative Avil Milk product, was held on January 20, 2025, at MES Asmabi College Library, Kodungallur. Organized by the Innovation and Entrepreneurship Development Centre (IEDC) and ED Club, the event marked a significant step in promoting student entrepreneurship and creativity. The event was inaugurated by Dr. Reena



Mohamed P M, Principal of MES Asmabi College, who commended the students for their



innovative approach. The first sale of "KUVIL" was conducted ceremonially, with Ms. Saliha, the Librarian, purchasing the first cup, symbolizing the beginning of an exciting journey for this unique product.



Team Behind "KUVIL"

The innovative Avil Milk product, branded as "KUVIL," was developed by a motivated team of students:

- **Fajer** (2nd Year B.Com Cooperation, MES Asmabi College)
- **Murshid** (2nd Year B.Sc Mathematics, MES Asmabi College)

- **Ranthisy** (2nd Year B.Sc Physics, MES Asmabi College)
- **Faheem** (2nd Year BCA, MET's Mala)

This diverse team worked collaboratively to design and launch a product that blends tradition and innovation, making Avil Milk an exciting beverage choice for customers. Under the guidance



of Dr. Princy Francis, Dr. Dhanya P R, and Ms. Ujjwala Navas, the event successfully showcased the entrepreneurial talent of the students. Their mentorship and support enabled the students to conceptualize and deliver a polished product and event.



The pre-launch of "KUVIL" highlighted the entrepreneurial capabilities and creativity of the students at MES Asmabi College. With Avil Milk as the product, the initiative combined a traditional favorite with a modern twist, appealing to a wide audience. The event was not only a commercial success but also an inspiration for future entrepreneurial ventures. "KUVIL" sets a strong example of how innovation and collaboration can lead to impactful outcomes in the food and beverage industry. It was a testament to the potential of young innovators to merge creativity with business, setting a benchmark for future endeavors.