



Homecare Products' Launch on February 3rd, 2025

The Homecare Products Launch at YAEFA Association Day on February 3rd, 2025, organized by the Research Department of Commerce, marked a significant step in promoting student entrepreneurship and innovation. The event featured the launch of "**SPARCLEAN**", homecare products developed by **Adhil Said K A, Hisana**



Parvin, Saeruban C S, and Fathimath Suhara, students of **II B.Com Cooperation**. This initiative was supported by the Innovation and Entrepreneurship Development Cell (IEDC), with Dr. Princy Francis, Dr. Dhanya P, and Ujwalla Navas serving as coordinators. The event was graced by the presence of Dr. Reena Mohammed (Principal) and Chithra P (HOD of Research Department of Commerce), alongside faculty members and students. A special highlight of the event was the presence of **renowned singer Jasim Jamal**, who added an element of excitement with his performance.

The unveiling of **SPARCLEAN** was accompanied by a detailed product demonstration and a discussion on its market potential, sustainability, and business feasibility. The student team shared insights into their research and innovation process, highlighting the eco-friendly and consumer-friendly nature of the product. Faculty members, along with the IEDC coordinators, encouraged discussions on branding, scalability, and future business opportunities. This event successfully bridged academic learning with entrepreneurial practice, reinforcing the department's commitment to innovation, self-reliance, and sustainable business development among students.

