

## Recognising KUVIL on college day (25-3-2025)

<https://www.instagram.com/kuvil.in?igsh=ZGgwam9mZG5vY3V6>

[http://mesasmabicollege.edu.in/cellevent\\_details/c/381](http://mesasmabicollege.edu.in/cellevent_details/c/381)

On March 25, 2025, MES Asmabi College celebrated its annual College Day by honoring the entrepreneurial achievements of students **Mohammed Fajer P V** (B.Com Cooperation), **Muhammad Ranthisy** (B.Sc Physics), and **Mohammed Murshid K M** (B.Sc Mathematics).



These students, under the brand name KUVIL, with the two more students from METS College and Sree Kerala Varma College have successfully developed and marketed an innovative version of avil milk, a traditional Kerala beverage. Their recognition underscores the college's commitment to fostering innovation and entrepreneurship among its students.

The journey of KUVIL began with a pre-launch event on January 20, 2025, at the college library, organized by the Innovation and Entrepreneurship Development Centre (IEDC) and the Entrepreneurship Development (ED) Club. The event was inaugurated by Dr. Reena Mohamed P M, Principal of MES Asmabi College, and featured the ceremonial first sale of KUVIL's avil milk. The product has since gained popularity, with the team actively promoting it through social media campaigns and pre-order initiatives. This



success story serves as an inspiring example for fellow students, demonstrating the potential of combining traditional products with modern entrepreneurial strategies.

