
TIMES OF CDA

January 2026 Edition

Calicut | Kochi



Shoutouts of January

Launch of “പിച്ചും പേയും”

January marked the launch of “പിച്ചും പേയും”, the annual flagship pitch initiative by CDA Academy, officially unveiled by Mathew Joseph. Designed exclusively for CDA Academy learners and ambassadors, the initiative creates a focused platform for early-stage entrepreneurs to pitch real business ideas before an expert decision-making panel, with selected teams progressing to a final live presentation round. Built to go beyond ideas, Pitch & Pay emphasises business clarity, confident communication, and access to seed funding that helps promising concepts move forward in real-world entrepreneurial settings.



Visit to Kochi Muziris Biennale

Learners from the Total Creators program spent a day at the Kochi Muziris Biennale, experiencing contemporary art, visual storytelling, and creative expression up close. The visit offered an immersive learning experience beyond the classroom, where learners engaged with artworks, participated in creative tasks, and observed how ideas and narratives take shape in real spaces. The experience encouraged deeper observation, creative thinking, and a broader understanding of how culture and storytelling intersect.



Fresh to Classroom - Exclusive Session for AMME Learners

An exclusive session titled Fresh to Classroom was conducted for AMME learners at Creators and Marketers School. The session was led by Mathew Joseph, COO & Co-Founder of Fresh To Home, who shared real-world perspectives from building and scaling one of India's leading consumer brands. The interaction offered learners practical insights into leadership, decision-making, and business growth, effectively bridging classroom learning with lived entrepreneurial experience.



Industry Visit to Mathrubhumi Press

AMME learners experienced the complete journey of newspaper printing during their visit to Mathrubhumi Press, witnessing first-hand how daily news moves from concept to circulation. From the initial setup and plate preparation to high-speed printing units running at scale, every stage revealed the precision, coordination, and teamwork required behind the scenes. The visit offered learners a deeper appreciation of large-scale media operations and the systems that bring information to the public each day.



Convocation Ceremonies

Convocation at CDA Academy marked an important transition from learning to professional growth for learners across formats this month. The Kochi ceremony was graced by Mr. Ajith Sam John, CEO of Monolith IMC, who shared insights on leadership and long-term career thinking, while the Calicut convocation welcomed Chief Guest Mr. Harshad, Script Writer, whose experiences offered learners a creative and industry-focused perspective. The Live Online ceremony featured Ms. Anna Susan, CEO of “Ente Samrambham” and Co-Founder of Spark Stories, whose reflections on entrepreneurship, storytelling, and resilience resonated strongly with graduating learners. Together, the ceremonies celebrated completion, progress, and readiness for the professional world ahead.



Creators & Marketers School Receives Skill India Accreditation

Creators & Marketers School officially received Skill India / NSDC–MEPSC accreditation, marking an important milestone in its academic journey. With this recognition, the school is now an accredited training centre for approved job roles under the Skill India ecosystem. The accreditation reflects strong academic quality, compliance standards, and institutional credibility, reinforcing the school's commitment to delivering industry-aligned, outcome-focused education.



Empathy Studio at Creators & Marketers School

Empathy Studio opened its first session with Amjad Wafa, Founder & Director of Caliph Life School, in conversation with AMME learners. Through humour-filled stories and honest reflections, the session invited learners to look beyond achievement and rethink education as a path rooted in happiness, intention, and personal growth. Conversations around ambition, decision-making, discomfort, and mindful social media consumption resonated deeply, leaving learners reflective, curious, and energised, and setting a strong foundation for what Empathy Studio aims to build.



Meet the Founder at Kochi

Director's Curtain marked the first interactive session connecting learners directly with the leadership of CDA Academy. In this session, learners met Jinu Ben, Ex-Meta and Co-Founder of Creators & Marketers School, engaging in open conversations around learning journeys, career perspectives, and real-world industry experiences. The interaction offered learners clarity, confidence, and a deeper understanding of the vision guiding their growth at CDA.



Agency Day – Meet the Marketer

Agency Day sessions under the theme “Meet the Marketer” continued through January, with dedicated interactions across Content Marketing, Web Development, and SEO. These sessions offered learners direct access to professionals actively working in each domain, providing clarity on agency workflows, role expectations, client communication, and the realities of day-to-day digital marketing work, while helping them connect classroom learning with practical execution.



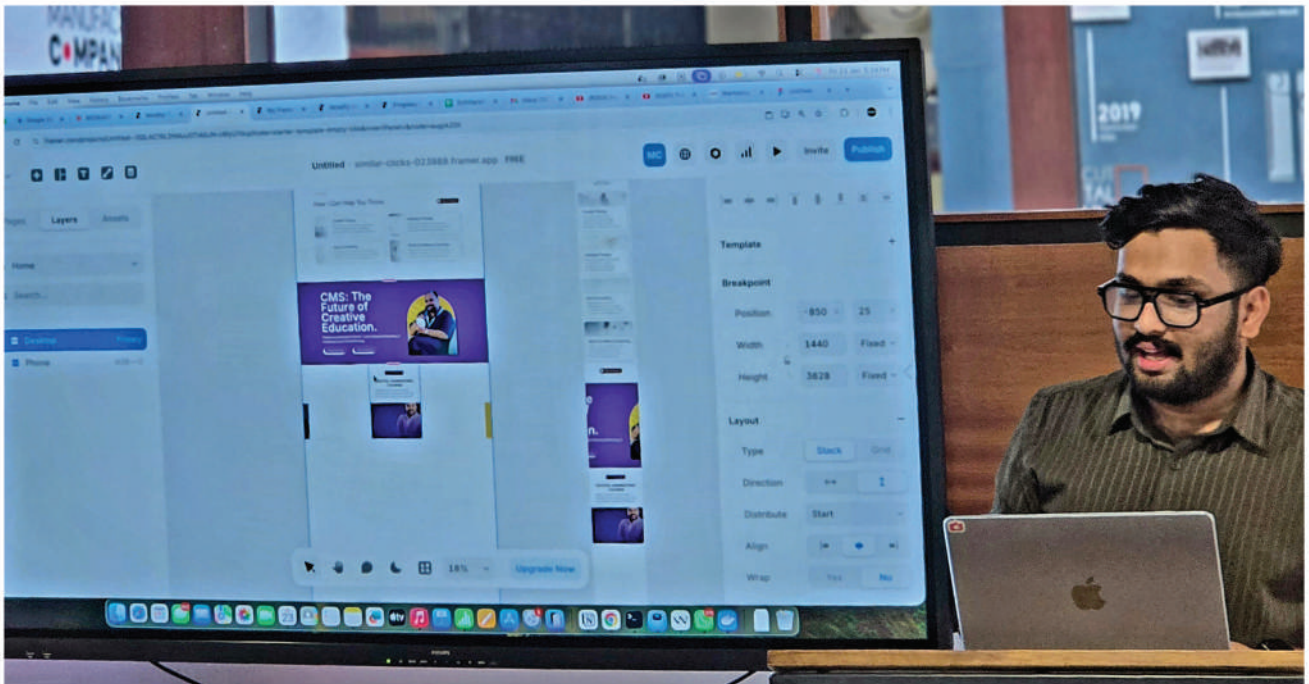
One Year of the Creators & Marketers Summit

This month marked one year since the Creators & Marketers Summit brought the CDA community together in a powerful celebration of ideas, collaboration, and shared vision. What began as a single gathering evolved into a defining milestone that united creators and marketers, sparked meaningful conversations, and strengthened a growing ecosystem built on shared learning and collective progress.



Trainers Training

A dedicated training session was conducted for web trainers, focusing on strengthening teaching approach, subject clarity, and delivery methods. The session reinforced CDA's commitment to continuous improvement, ensuring that trainers stay aligned with evolving industry standards and effective learning practices.



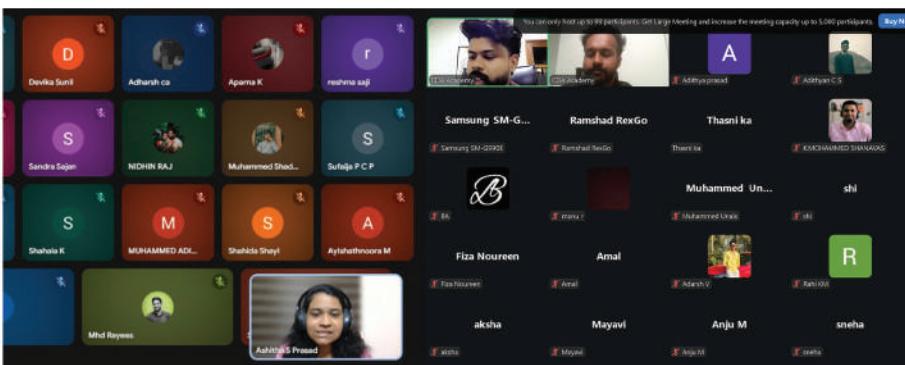
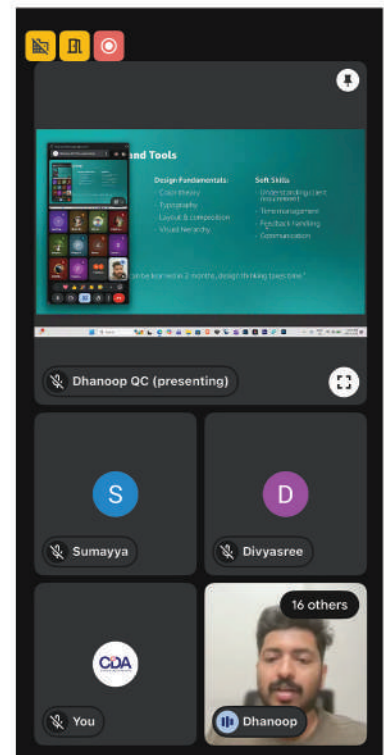
Cinematography Exclusive Session at Kochi

A focused Cinematography Class was conducted at CDA Kochi from January 19 to January 23 for learners of the Video Mastery program, led by Pranav, Cinematographer and Filmmaker. The sessions explored camera fundamentals, composition, movement, and cinematic storytelling, giving learners a deeper understanding of how visuals influence narrative, emotion, and brand communication.



Workshops & Webinars

January featured practical sessions, interactive learning, and webinars focused on creative, strategic, and career growth. Cinematography and Video Editing sessions led by Dhanoop, Pranav, and Gokul explored visual storytelling and post-production, while an interactive session on the Growth Path in Digital Marketing by Jinu Ben and Sammas focused on career direction and long-term growth. Webinars led by Sachin and Aswin on performance marketing, Ashitha on work-from-home opportunities in digital marketing, and Dhanoop T on career opportunities in graphic design offered learners exposure to diverse career paths.



A Thoughtful Start at QCDA

The year began with a moment of togetherness as a New Year gift hamper was shared with all members of the QCDA team. The gesture reflected the organisation's culture of gratitude and collective growth, reinforcing the belief that meaningful work is built through strong people, shared values, and mutual appreciation.



Fine Tune – The People Excellence Program

January also saw the conduct of Fine Tune – The People Excellence Program for the QCDA team. Led by Praveen Chirayath and Mentalist Thahir, the program focused on personal effectiveness, mindset, communication, and behavioural awareness. The sessions encouraged reflection, alignment, and growth, contributing to stronger collaboration and people-centric excellence within the organisation.



New Batches Onboarded

New learning journeys began this month with the onboarding of Live Online, Regular Offline, and Weekend batches across multiple programs. Orientation sessions introduced learners to CDA's learning approach, program structure, tools, and expectations, setting the foundation for consistent growth and active participation from the very beginning.



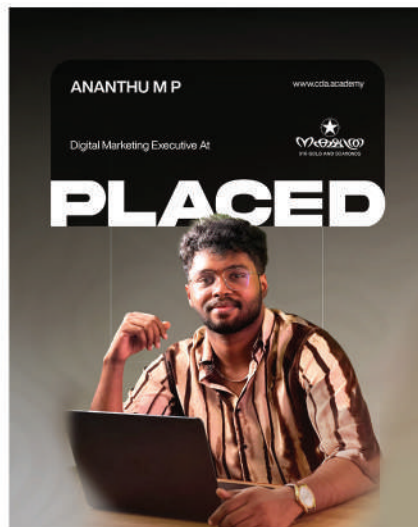
Grow Ahead Session

The GrowAhead session in January for ambassadors was led by Krishnadas, Founder of Visigrow, and focused on Personal Branding and Freelancing. The session explored how individuals can position themselves professionally, build credibility, attract opportunities, and create sustainable independent career paths in the digital space.



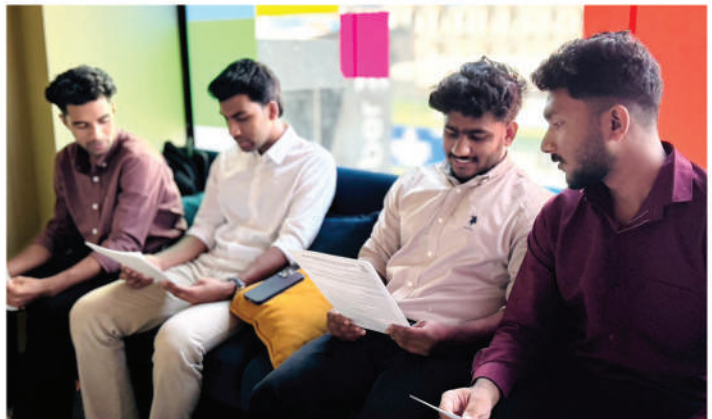
Unmatched Placements

Placement momentum continued through January, with 180 learners progressing into interviews, roles, and professional opportunities across agencies and organisations. These outcomes reflected consistent skill development, practical exposure, and readiness aligned with industry expectations.



Interview Sessions

Interview sessions conducted during the month helped learners experience real hiring scenarios. These sessions focused on articulation, confidence, clarity of thought, and understanding employer expectations, supported by structured feedback for improvement.



Strategy Presentation

Learners presented strategic growth plans by analysing existing brands and proposing improvements in positioning, visibility, and sales approach. These presentations strengthened business thinking, analytical skills, and the ability to communicate ideas clearly and confidently.



Speak-Up Session

The Speak-Up session created an open space for learners to express their thoughts, experiences, and perspectives. The focus was on building confidence in communication, clarity of expression, and comfort in professional conversations through active participation and feedback.



Top Rankers on Google

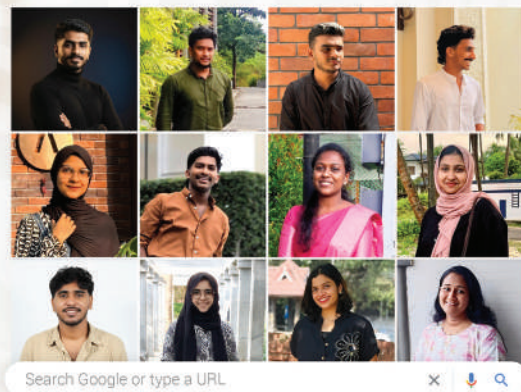
Learners achieved strong Google rankings during January, demonstrating effective application of SEO strategies through research, content structure, and optimisation. The results reflected disciplined execution and practical understanding of search behaviour.

TOP RANKERS OF GOOGLE In January Month



www.cda.academy

TOP RANKERS OF GOOGLE In January Month



www.cda.academy



Out of Syllabus Session

The Out of Syllabus session created space for conversations beyond structured learning, bringing learners and trainers together in an open, informal setting. The interaction encouraged curiosity, fresh perspectives, and honest dialogue, allowing participants to explore ideas, experiences, and insights that don't always fit into a syllabus but play a vital role in personal and professional growth.

