
TIMES OF CDA

April 2026 Edition

Calicut | Kochi



Shoutouts of April

SAATH - Celebrating 7 Years of Togetherness

CDA celebrating 7 years of togetherness, brings SAATH to life with well-known industry voices, founders, creators, and growing brands coming together in a strong collaborative milestone. The celebration reflects the strength, credibility, and shared growth of the ecosystem CDA has built over the years.



CDA Talent Scholarship 2026 Announced

CDA Academy announced the Talent Scholarship 2026, offering ₹17 lakhs worth of opportunities for aspiring learners in digital and creative fields. Through the initiative, 25 selected learners will have the opportunity to study free while building in-demand, industry-relevant skills. The scholarship continues to reflect CDA's commitment to making quality learning accessible while creating meaningful pathways for deserving talent to grow through real opportunities.



Sreelakshmi Won 1Lakh

April marked the successful launch of the first-ever **നീച്ചും വേയും** CDA Academy's flagship pitch event, held at Kochi with ten participants presenting their ideas before a panel featuring Jinu Ben, Rony Joseph, and CA Lijil Lakshmanan. The event brought alive entrepreneurial thinking, live pitching, and the spirit of competition, creating a vibrant platform for emerging ideas to be tested and heard. Among the ten participants, Sreelekshmi S S emerged as the winner, and was awarded a cash prize of ₹1 lakh making the debut edition a proud and defining milestone for the initiative.



SAATH – QCDA 7th Anniversary Competitions

As part of SAATH, the entire QCDA team was divided into five teams led by the five directors as captains, bringing a strong spirit of competition and collective energy to the 7th anniversary celebrations. Alongside contests in chess, badminton, cricket, and football, creative competitions such as photography, climax writing, and teaser challenges added another dimension to the experience. The format sparked enthusiasm, healthy rivalry, and team bonding, making SAATH a vibrant celebration driven by participation, competitive spirit, and shared momentum.



Convocation Ceremony

A convocation ceremony was held for learners from the Video Mastery, UI/UX Course, and Weekend Digital Marketing Batch, marking an important milestone in their learning journey. The event was graced by Pranav Praveen, Chief Cinematographer, whose reflections on creative discipline, professional growth, and industry readiness offered valuable perspective to graduating learners. The ceremony celebrated achievement, progress, and readiness to step into real-world opportunities.



CINESCAPE – Film Fest

CINESCAPE – Film Fest brought an exclusive short film screening experience to the big screen, showcasing the work and vision of Video Mastery learners. From curated film selections to thoughtful execution, the event reflected a strong culture of cinema appreciation and creative expression. The screenings were further enriched through engaging reviews and discussions, making the experience more interactive and insightful for everyone present.



Vishu Celebration

Vishu was celebrated this month with warmth, togetherness, and shared festive spirit across the team. The celebration brought moments of connection and joy, creating space to pause from routine and come together around tradition and shared cultural values. It added a meaningful festive note to the month while strengthening the sense of belonging within the CDA ecosystem.



SAATH Creative Competitions

As part of SAATH, a set of learner competitions brought creative thinking and spontaneity into the anniversary celebrations. The Copywriting Contest, 60-Second Startup Pitch, and Startup Meme activities encouraged participants to respond with ideas, storytelling, and humour in dynamic formats. These competitions added a fresh layer of competitive energy to SAATH, encouraging originality, quick thinking, and active learner participation.



SAATH Festival Registrations Open

As part of SAATH – QCDA 7th anniversary, registrations were opened for Startup Fest, Arts & Craft Fest, and Flea Market, expanding the celebration into platforms for entrepreneurship, creativity, and participation. The announcement introduced new opportunities for learners and the ambassadors community to showcase ideas, talents, and independent ventures in a collaborative setting.

The banner features the logos for Quadcubes (Precision Marketers) and CDA (Creating Digital Aspirations) at the top. The central text reads 'saath SEVEN YEARS OF TOGETHERNESS'. Below this are three vertical panels: 'Arts & Craft FEST' showing a person at a festival, 'FLEA MARKET' showing a market stall, and 'STARTUP FEST' showing two people in a meeting. At the bottom, a 'REGISTRATION OPEN' button with the URL 'saath.quadcubes.com' is on the left, and event details on the right: 'May 2, Saturday', '10 AM', and 'Creators & Marketers School, Kozhikode'.

Quadcubes
PRECISION MARKETERS

CDA
Creating Digital Aspirations

saath
SEVEN YEARS OF TOGETHERNESS

Arts & Craft
FEST

FLEA
MARKET

STARTUP
FEST

REGISTRATION
OPEN
saath.quadcubes.com

May 2, Saturday
10 AM
Creators & Marketers
School, Kozhikode

Stand Out

This month's Stand Out highlighted the journey of Rashifa Thasneem AK, entrepreneur and content creator from the Live Online Digital Marketing Program. Her growth reflects how structured learning, creative application, and consistent effort can translate into independent professional direction. Her journey stands as a strong example of how learners within the CDA ecosystem continue to build meaningful paths beyond the classroom.



AMME SEO Case Study Presentation

AMME learners presented SEO case studies this month, applying research, analysis, and strategic thinking to real-world search performance scenarios. The presentations strengthened practical understanding of optimisation approaches while giving learners the opportunity to defend insights and recommendations in a structured review environment.



Agency Day - Meet the Marketer

Agency Day continued with dedicated interactions focused on Performance Marketing and Web Development. These sessions connected learners with professionals working in each domain, offering insights into workflows, expectations, and practical execution while helping bridge the gap between structured learning and agency environments.



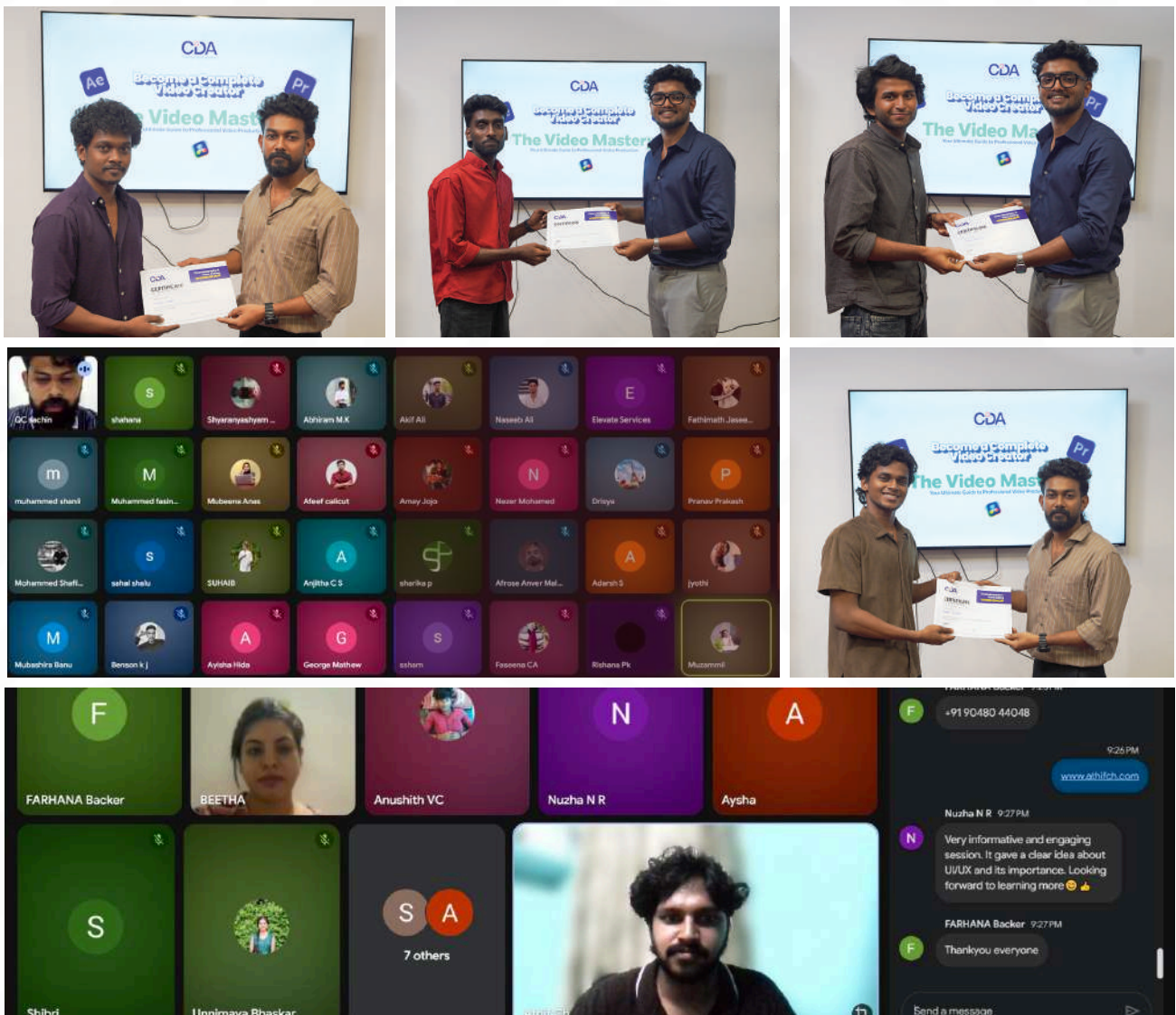
Voice Room

AMME learners participated in the Voice Room session this month, focusing on articulation, clarity of thought, and confident communication. Through guided interaction and reflective exercises, the session continued to strengthen expression, professional presence, and comfort in meaningful dialogue.



Workshops & Webinars

A series of workshops and webinars were conducted this month across Performance Marketing, UI/UX, and Video Mastery, offering participants insight into evolving career paths and industry expectations. Sessions were led by Sachin, Aswin, Athif CH, Abhijith, and Jilen, combining practical exposure with career-oriented guidance across creative and digital domains.



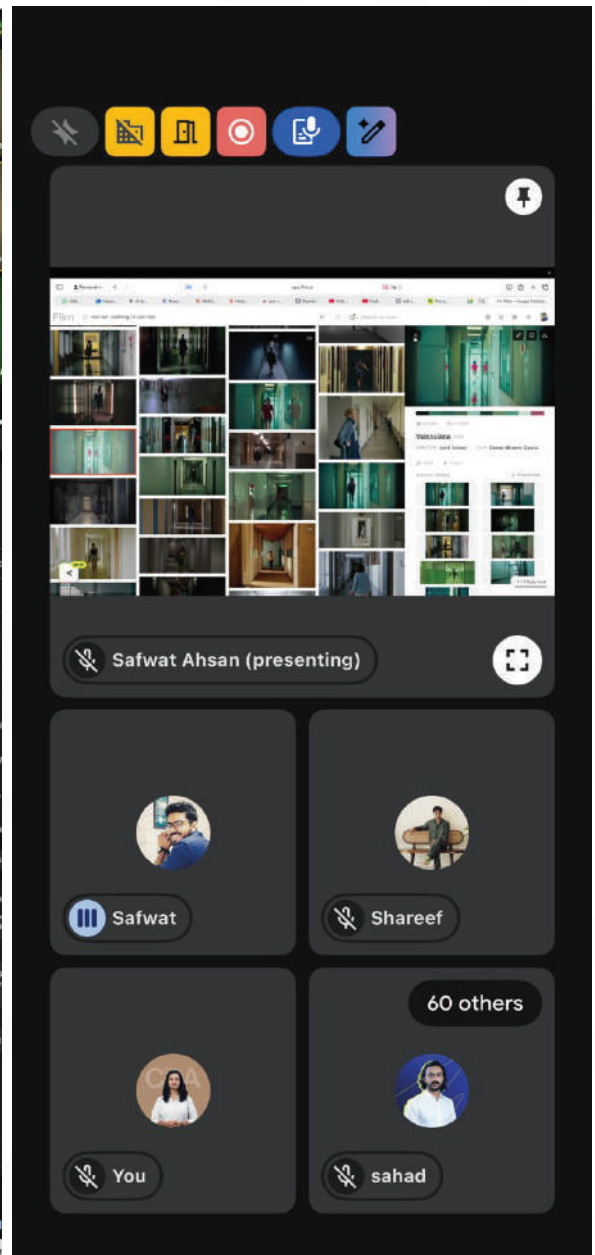
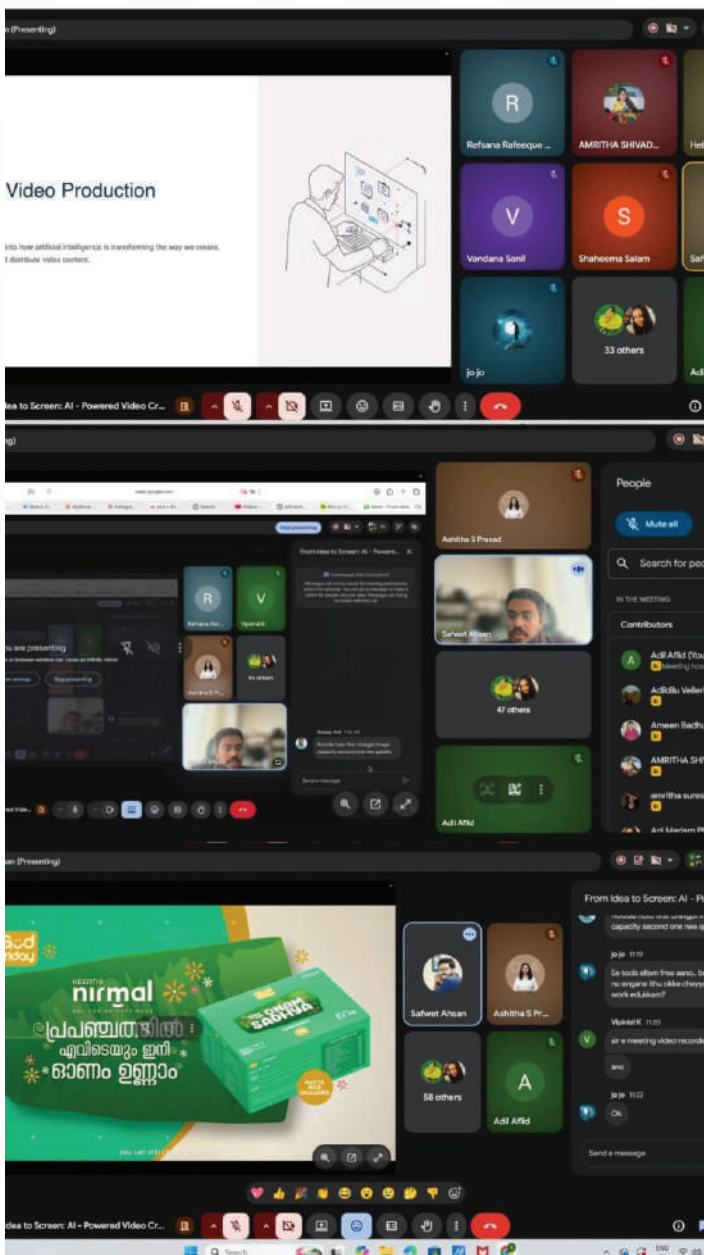
New Batches Onboarded

New learners were onboarded across Live Online, Regular Offline, and Weekend formats this month, marking the beginning of fresh learning journeys at CDA Academy. Orientation sessions introduced program structure, expectations, and the learning ecosystem, setting a clear direction for consistent engagement and skill development.



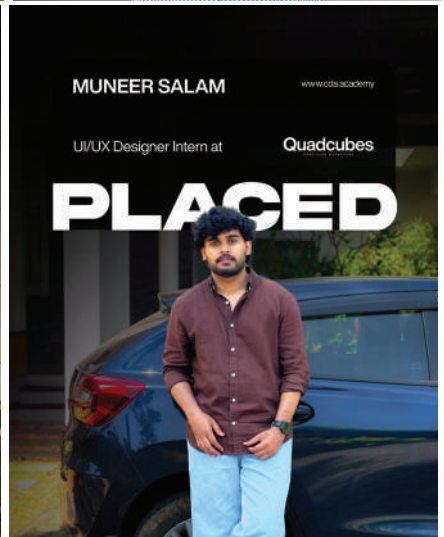
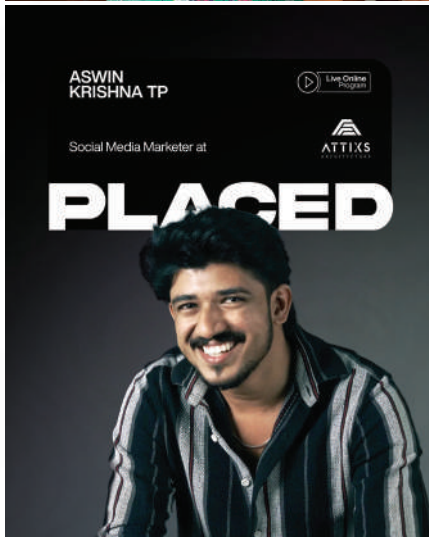
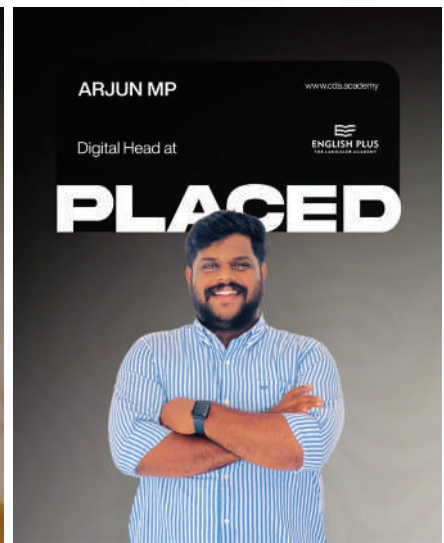
GrowAhead Session

The GrowAhead session featured Safwat Ahsan, Co-founder of The Brandink Company, on the topic From Idea to Screen: AI-Powered Video Creation. The session explored how emerging tools are reshaping creative workflows, helping learners understand the intersection of technology, storytelling, and practical content production.



Unmatched Placements

Placement momentum continued through April, with 172 progressing into interviews and professional roles across agencies and organisations. These outcomes reflected consistent skill development, practical exposure, and readiness aligned with industry expectations, reinforcing CDA's focus on measurable career progress.



Interview Sessions

Interview sessions conducted this month provided learners with structured exposure to real hiring scenarios and employer expectations. The sessions focused on articulation, portfolio presentation, clarity of thought, and professional preparedness, supported by feedback that helped participants refine their approach with confidence.



Strategy Presentations

Learners presented strategic plans by analysing brands and proposing improvements in positioning, communication, and performance. These sessions strengthened analytical thinking, business understanding, and the ability to translate ideas into actionable recommendations.



Speak Up Sessions

Speak Up sessions continued to create a platform for learners to express perspectives, share experiences, and strengthen confidence in professional communication. Through active participation and feedback, learners developed greater clarity and comfort in expression.



Top Rankers on Google

Learners achieved strong search visibility this month through effective application of SEO strategies, reflecting performance-driven execution, disciplined optimisation, and practical understanding of search behaviour.

