

**SVKM's NMIMS**

**Academic Calendar for the Academic Year: 2024-2025 - 2026**

**School Name: School of Branding and Advertising, Campus: Mumbai**

**Program Name in Full: Post Graduate Program in Digital Media and Marketing  
Communication**

Details	Start date	End Date	No. of Days/Weeks (Excl. Sundays/holidays)
<b>Semester I</b>			
Orientation/Induction Program (First Year of the Program)	22 <sup>nd</sup> July, 2024	23 <sup>rd</sup> July, 2024	02 Days
Academic Instruction Duration (Regular Classes)	23 <sup>rd</sup> July, 2024	30 <sup>th</sup> November, 2024	102 Days
#ICA Week 1	26 <sup>th</sup> August, 2024	02 <sup>nd</sup> September, 2024	06 Days
#ICA Week 2	3 <sup>rd</sup> October, 2024	9 <sup>th</sup> October, 2024	06 Days
<b>Diwali Vacation</b>	<b>28<sup>th</sup> October, 2024</b>	<b>3<sup>rd</sup> November, 2024</b>	<b>7 Days</b>
#ICA Week 3	14 <sup>th</sup> November, 2024	20 <sup>th</sup> November, 2024	06 Days
Term End Exams	5 <sup>th</sup> December, 2024	12 <sup>th</sup> December, 2024	08 Days
Re-Exams	03 <sup>rd</sup> February, 2025	08 <sup>th</sup> February, 2025	06 Days
<b>Semester II</b>			
Academic Instruction Duration (Regular Classes)	16 <sup>th</sup> December, 2024	24 <sup>th</sup> December, 2024	08 Days
<b>Winter Vacation</b>	<b>26<sup>th</sup> Dec, 2024</b>	<b>01<sup>st</sup> Jan, 2025</b>	<b>7 Days</b>
Academic Instruction Duration (Regular Classes)	02 <sup>nd</sup> January, 2025	26 <sup>th</sup> April, 2025	96 Days
Capstone Project (Introduction of Topics)	13 <sup>th</sup> January, 2025	15 <sup>th</sup> January, 2025	03 Days
#ICA Week 1	27 <sup>th</sup> January, 2025	1 <sup>st</sup> February, 2025	06 Days
#ICA Week 2	4 <sup>th</sup> March, 2025	10 <sup>th</sup> March, 2024	06 Days
#ICA Week 3	24 <sup>th</sup> March, 2025	29 <sup>th</sup> March, 2025	06 Days
Term End Exams	30 <sup>th</sup> April, 2025	08 <sup>th</sup> May, 2025	07 Days
Re-Exams	23 <sup>rd</sup> June, 2025	30 <sup>th</sup> June, 2025	07 Days
<b>Summer Vacation</b>			
<b>For Faculty</b>	<b>22<sup>nd</sup> May, 2025</b>	<b>02<sup>nd</sup> July, 2025</b>	<b>42 Days</b>
<b>For Students</b>	<b>9<sup>th</sup> May, 2025</b>	<b>9<sup>th</sup> July, 2025</b>	<b>60 Days</b>
<b>Summer Internship (Second Year)</b>	<b>12<sup>th</sup> May, 2025</b>	<b>09<sup>th</sup> August, 2025</b>	<b>90 Days</b>

Details	Start date	End Date	No. of Days/Weeks (Excl. Sundays/holidays)
<b>Semester III</b> (2025-26)			
Academic Instruction Duration (Regular Classes)	11 <sup>th</sup> August, 2025	13 <sup>th</sup> December, 2025	102 Days ✓
#ICA Week 1	08 <sup>th</sup> September, 2025	13 <sup>th</sup> September, 2025	06 Days
#ICA Week 2	27 <sup>th</sup> October, 2025	01 <sup>st</sup> November, 2025	06 Days
#ICA Week 3	24 <sup>th</sup> November, 2025	29 <sup>th</sup> November, 2025	06 Days
Term End Exams	15 <sup>th</sup> December, 2025	23 <sup>rd</sup> December, 2025	08 Days
Re-Exams	02 <sup>nd</sup> February, 2026	10 <sup>th</sup> February, 2026	08 Days
Convocation Dates	*March 2026*		

#There would be regular lectures during ICA weeks.

#For Capstone Project: Introduction & Finalization of Topics

*Sayali*  
01/06/24  
CC/AR/DR  
Ms. Sayali Godambe

*Kiran Desai*  
7/6/2025  
I/C Associate Dean  
Dr. Kiran Desai

*Vandana*  
12/6  
DR-Academics  
Ms. Vandana Kushte  
S.O.

*Ashish*  
Controller of Examinations  
Mr. Ashish Apte