

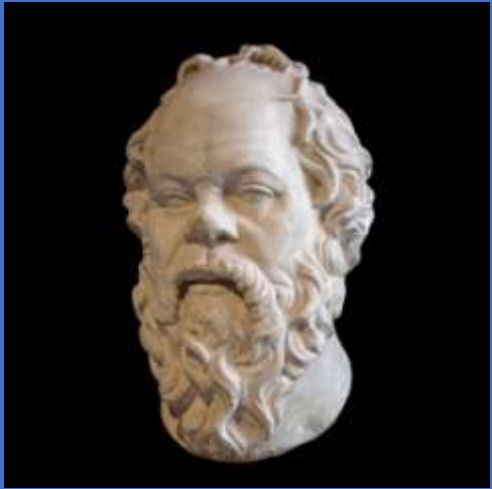


# **ARJUNA Prime** **2023**

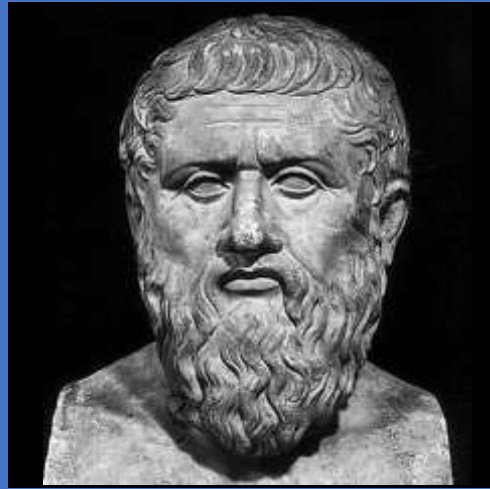
**A complete mentorship program for CSE 2023**

# Why do you need a mentor?

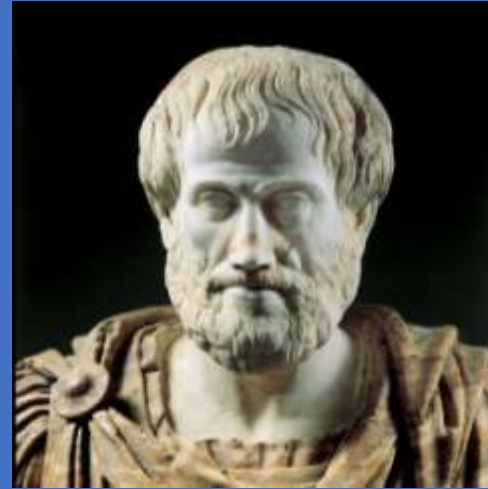
*“Socrates mentored Plato, Plato mentored Aristotle, Aristotle mentored the Great Alexander and we all know that Alexander the Great almost conquered the entire world”*



*Socrates*



*Plato*



*Aristotle*



*Alexander*

This quote signifies the role of an able guide and mentor behind every success story.

**To be the best, Learn from the best**

# Know your mentor



UNION PUBLIC SERVICE COMMISSION MARKSHEET	
Civil Services (PRELIMINARY) Examination , 2016	
Roll Number	0029983
Name	SANTOSH PANDEY
Marks Obtained	
Paper I	144.66
Paper II	107.50
REMARKS : QUALIFIED FOR CS(MAIN) EXAMINATION,2016	
DISCLAIMER : The contents of this site is informative in nature.You are advised to verify the same from Commission's office.	

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## A Message from Santosh Sir

Hi, I am Santosh Pandey Aka Santosh Sir. I have the unique distinction of cracking CSE Prelims all six (6) times and CSE Mains four (4) times. I have consistently scored very high marks in Prelims which is a record and also scored one of the highest marks in Essay and Ethics.

I went on to secure a top rank in the State PCS exam. This vast experience helped develop unique insights about the exam. With this unique insight I predict most of the UPSC questions every year.

I have guided thousands of aspirants, many of them have already achieved their dream of civil service. Looking forward to guiding you too.

Your Mentor  
-Santosh Sir

# Our Values



## MISSION

My mission is to help aspirants optimize every aspect of their UPSC CSE preparation and realize their true potential



## VISION

My vision is that every aspirant is a potential officer.



## VALUES

- Honesty
- Credibility
- Competence
- Respect
- Authority
- Commitment
- Continues Improvement



# I have done it, I will teach you how to

Current Time & Date :-23:10:06 PM ( Mon,14th May, 2018 )

## UNION PUBLIC SERVICE COMMISSION MARKSHEET

### Civil Services (PRELIMINARY) Examination , 2017

Roll Number	0390455
Name	SANTOSH PANDEY

### Marks Obtained

Paper I	138.66
Paper II	106.68

REMARKS : QUALIFIED FOR CS(MAIN) EXAMINATION, 2017

Current Time & Date :-09:28:25 AM ( Tue,6th Jun, 2017 )

## UNION PUBLIC SERVICE COMMISSION MARKSHEET

### Civil Services (PRELIMINARY) Examination , 2016

Roll Number	0029983
Name	SANTOSH PANDEY

### Marks Obtained

Paper I	144.66
Paper II	107.50

REMARKS : QUALIFIED FOR CS(MAIN) EXAMINATION,2016

02/2017

upscdof.nic.in/data/csm\_q\_marks\_2016/default.htm.php



## UNION PUBLIC SERVICE COMMISSION

### CIVIL SERVICES (MAIN) EXAMINATION, 2016

Logout

ROLL NO. : 0029983

NAME : SANTOSH PANDEY

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WRITTEN TOTAL	803
PERSONALITY TEST	157
FINAL TOTAL	960

# Topper's Testimonial



*"I took guidance from Santosh Sir Quora answers for my Prelims preparation. The strategy suggested by him for prelims worked for me"*



Praveen Kumar  
AIR-7, CSE 2020

*"Santosh Sir has helped me in all stages of my UPSC preparation in my 2nd attempt. Daily Prelims Notes is a one-stop solution for current affairs related to prelims"*



Priyanka S  
AIR-68, CSE 2019

*"Prelims OPTIMA tests are very analytical and it helped to gain confidence before the exam. Santosh Sir Prelims guidance helped me to crack IFoS cut off also."*



Kalpesh Kumar Sharma  
AIR-5, IFoS 2020 AIR-73, CSE 2020

*"I reiterate, Your support was significant. Wishing you best to create more and more civil servants"*



Mr. Narayana Sarma VS  
AIR 33, CSE 2020

*"My interview was in predicted lines because of DAF analysis by Santosh Sir. Sir could predict most of the questions which were asked by me in the interview. Daily Practice Sheet prepared by Santosh Sir in unparallel"*



TAANYA AMBASTHA  
AIR-337, CSE 2019

# Arjuna Success Cycle



# Salient Features:

## PRELIMS

**Daily Pre –cum Mains  
Integrated study plan  
with weekly targets**

**Weekly Prelims Test  
(Total 70 Test including  
CSAT)**

**Prelims OPTIMA 2023  
notes**

**Strategy Video – GS &  
CSAT**

**Santosh Sir Inner Circle**

**Option Elimination  
Techniques**

## MAINS

**Daily DPS Discussion**

**Mains Master Notes**

**Mains Master Cards**

**Mains Master Class – GS  
1, GS 2 & GS 3 Integrated  
with Test**

**Ethics Master Class**

**Essay Master Class**

**Mains Optima 2022 &  
2023, Daily Answer  
Writing**

## INTERVIEW

**Personality  
Development Session  
by Civil Servants**



# Santosh Sir's Approach



Santosh sir's **unique** scientific and systematic integrated prelims , mains and interview preparation

Since prelims syllabus can be viewed as a subset of UPSC Mains syllabus , a **scientific approach** to covering syllabus from a prelims cum mains perspective is what you essentially require.

You will get the best timetable which cross-linkages with various subjects to **optimize** your effort and time. You will be assigned a daily target that ensures you cover both pre and mains aspect of a particular topic in the syllabus.

**“A vision without a strategy remains an illusion.” Lee Bolman**

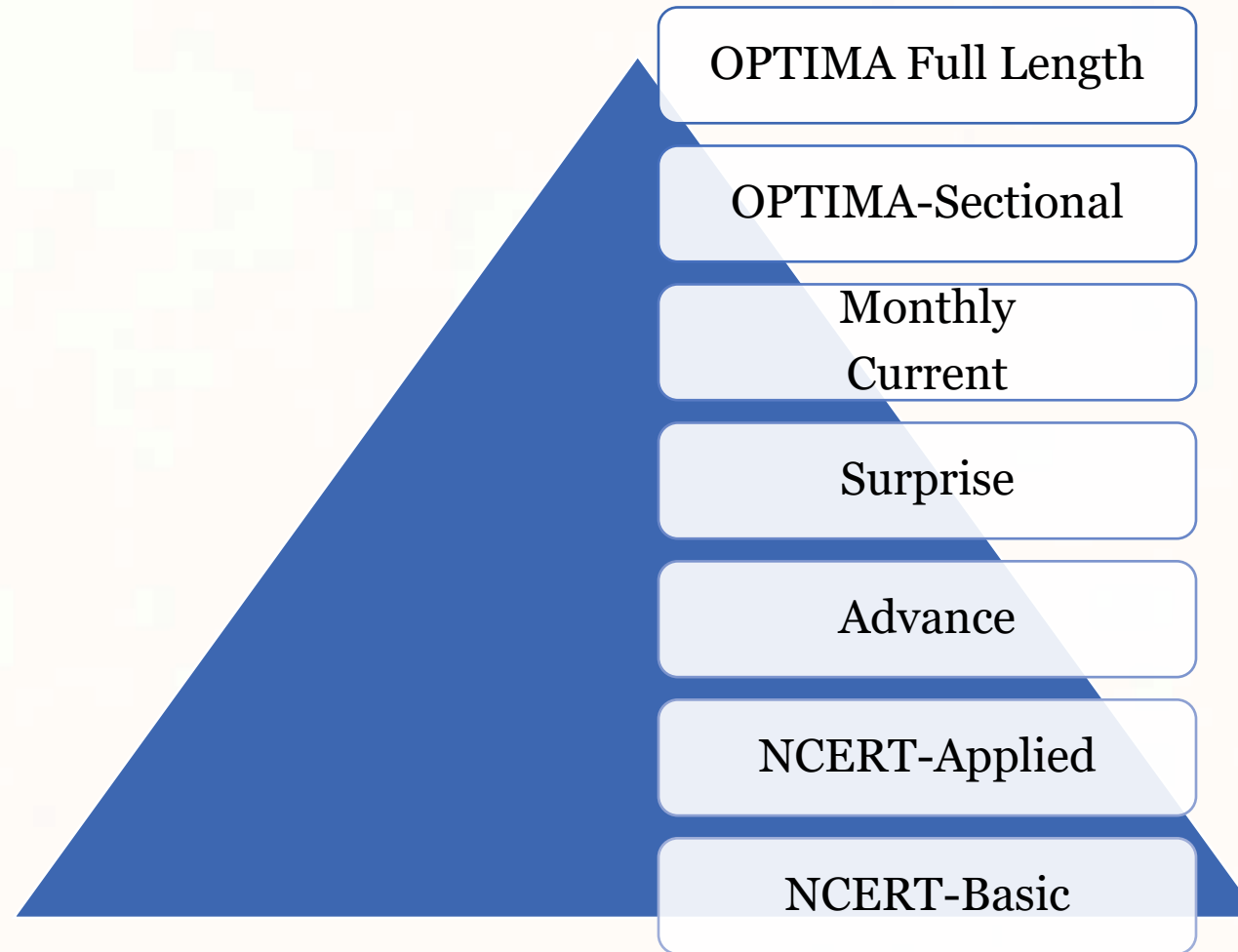
# The Essence Of Strategy Is Choosing What Not To Do.



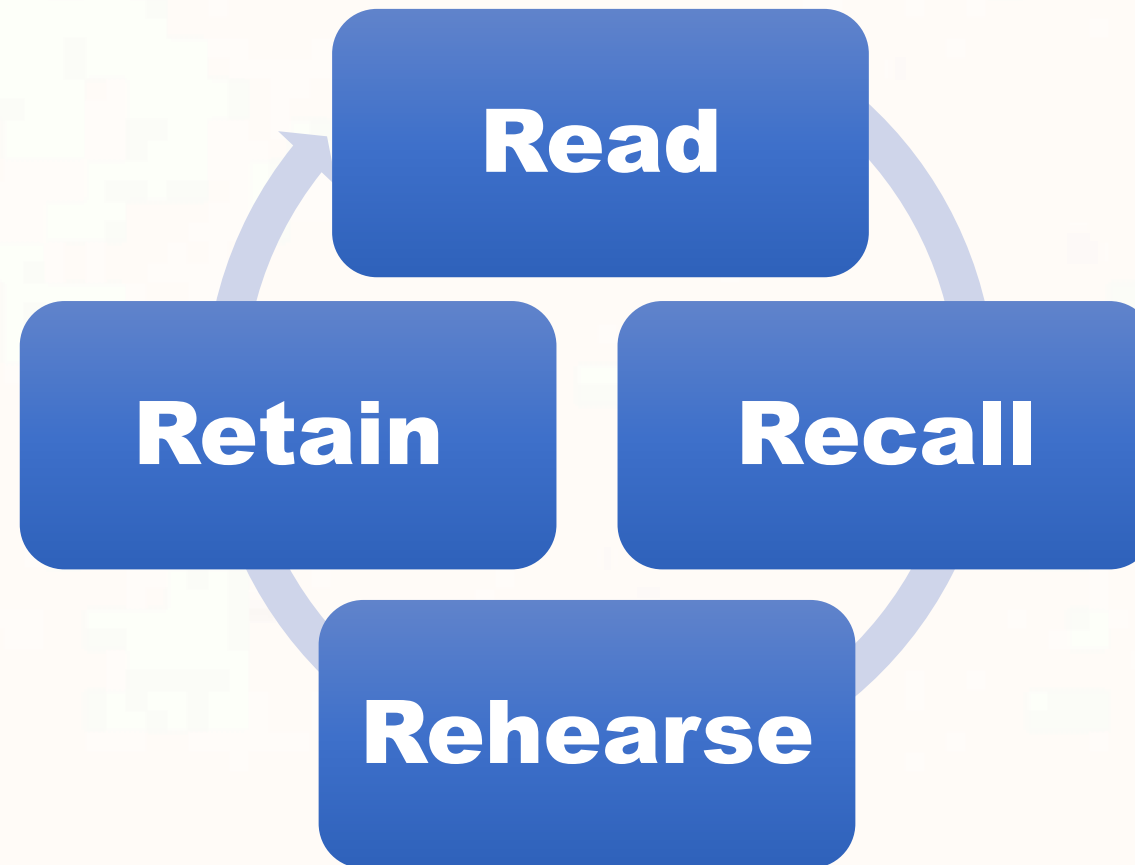
## Santosh sir's **success Strategy video**

As the old adage goes, if you fail to plan, you plan to fail. Since every subject for UPSC has its own nuances, in these set of videos I will tell you how you can tackle each subject in a unique way, be it GS or CSAT you will know **what to read, how to read and how much to read** for the most effective outcome. By knowing this half the battle is won.

# Weekly Assessment Test



# Weekly Assessment Test



# Weekly Assessment Test



- **Personalized Performance Dashboard:** Regular measurement and reporting keeps you focused — because you use that information to make decisions to improve your results.
- **Yearlong test plan:** It has weekly targets followed with high quality tests to help you assess yourself. This helps you to improve every day.
- The unique **POST TEST analysis** and personalized ***actionable behavior*** insights are designed to give you timely feedback to sharpen your test taking strategy.
- **SWOT Analysis:** After every weekly test, you get a SWOT analysis of your performance. You will get to know your weak areas and will get timely actionable advice. Remember a stitch in time says nine.
- If you make corrections at the right time, you will be saved with all the anxiety which the general aspirant crowd faces as the Prelims approaches.



No need to scavenge and read multiple books and numerous google searches to cover one topic of the syllabus anymore!

Mains Master Notes are here to help you **optimize your time and effort**. It is the **complete set of notes covering the entire static syllabus of UPSC Mains completely**. I have curated these notes on the basis of my thorough study of various books, 10 years of newspapers notes, debates and interactions during my preparation days. I have covered every topic of the UPSC Mains Syllabus in required depth and width. This will build a strong foundation of your static concepts and also help you create linkages with the current aspects.

I will give you **20 months scientific timetable** to cover these Mains Master Notes.

Mains Master Notes are the best study material for CSE Mains in the country.

# Mains Master Notes Testimonials



Aman Kumar

★★★★★ 24 days ago

REALLY BEST MATERIAL FOR MAINS WITH THIS MATERIAL AND ALSO TEST, ONE CAN EASILY ANSWER THE QUESTION WITHOUT MUCH DIFFICULTY



Anandhi

★★★★★ a month ago

I am Anandhi Ravi sir. Course was really good and u make us to read and write what upsc demands. Thank u for Mains master notes really no where we get such a good content. It boost our answer and show our answer individually. Thank u for such a great work sir



Bikash Anand

★★★★★ a month ago

So, here's the review : If by sheer luck you are reading my review of Santosh Sir's course, (It applies to all the courses sir is taking) including lakshya , mains master notes etc, TRUST me and join him blindly. Why should you trust me ? Because I have invested 5 precious years of my youth in investing money in all the big so called best Institutes and I don't want you to suffer. Even though I should not demean them and they did teach me something, none of them cared to listen to my problems (as a student you may gel with me here). You are just a clog in the wheel, a data for them.. Have faith in your judgement and thank god because you will crack this exam if you follow DPN, DPS, Mains Master Notes and work hard as you intend to do after investing lakhs in such coachings.. I wish I had access to these things when i was alone and desperate for some guidance. Trust me I have invested more than 10 lakh in coaching and answer writing alone. This guy wakes up at 4 am and works hard in providing you with all the material you need. I am not even exaggerating here, go sit in a library in rajendra nagar and you will see people broke due to the system. NOBODY cares after you have paid the amount. I must also add that other than the big institutions many people are running the so called one to one mentorship on telegram, one is very famous but its just a group of people like me who have exhausted their chance and make gullible people pay them for nonsense mentoring and guess what ? they earn in lakhs monthly.. Plz trust for once in life, many good hard working people are also there who have a purpose in life and are ethical, Santosh Sir is one of them and he is not even charging 10% of what others are charging and I have no idea how he is managing with that. Remember Even the Alchemist trusted the Universe, when will you Trust ??



Surender Singh

★★★★★ 22 days ago

The Mains Master Notes and the mentorship classes are the best definitely. Each and every topic has been covered holistically. Even the language of the content and the keywords used are so good that there is no need for any other material to build a base apart from these. The notes are comprehensive, precise and exam-oriented. The mentorship classes are really helpful with Santosh sir coming up with templates and new ways to answer questions. For a working professional like me, the notes are a must. Definitely best in India as claimed.



Sandhya Chandrasekar

★★★★★ 22 days ago

Mains master notes are really master of all notes. We can find all the topics in upsc syllabus under one roof. Especially the template class helps us to use the notes to structure the answers. Nowhere i find such an easy trick (C3S2) to analyze GS2 questions. Thank u guru ji.



Neha L

★★★★★ 22 days ago

Content is very diverse and it has so much info that we need not go after other sources and the different strategies for answer writing given by sir are top level and till now I didn't came across them anywhere.



Mansi Gupta

★★★★★ a month ago

I must say the content in Mains master notes is very comprehensive and rich. No matter how hard i would have tried, i could not be able to cover every topic in the syllabus in this manner. Each and every topic, facts and example is worth pondering. Above all, your genuine efforts to help aspirants is worth appreciating. THANK YOU SIR! :)

# Mains Master Cards

Mains Master Cards ( MMC) are designed for **quick revision** before exam. It will help you **optimize your preparation.**



## SELF HELP GROUPS

Self-Help Groups (SHGs) are informal associations of people who choose to come together to find ways to improve their living conditions.

### CONSTITUTIONAL PROVISIONS

- Article 19(1)(c): Right to form associations
- Article 43: State's to promote cooperatives in rural areas
- Concurrent List Entry 28- Charities and charitable institutions, charitable and religious endowments and religious institutions"

### Guiding principles of SHGs

- Mutual trust and mutual support
- quality of individual and responsibility
- Consensus decision making
- Individual for the group
- Saving and thrift is the foundational basis of collective action
- Social capital as a group to raise standard of life

### UNDERSTANDING FEATURES

- sources of fund and support
- women are a major group
- Participatory and collective decision-making, individual committed to the cause of group
- As part of bank linkage programme, promoted by banks or NGOs or DRDAs

### FUNCTIONS

- Encourage and Motivate its members to save
- collective strategy for generation of income
- Connect poor and marginalized to banking channels
- Functions as Pressure group

### Evolution of SHG movement in India

- Community Network: In 1954, the Textile Labour Association of Ahmedabad(Gujarat)
- 1980: MYRADA, Karnataka
- A role of NABARD
- Kudumbashree mission in Kerala in 1998
- The Rangarajan Committee Report promote financial inclusion

### DEVELOPMENT STRATEGY

- Self-management of common funds through collective guarantee system
- Innovating financing
- Average size of SHGs loan or deposit
- Complementary channels of credit – Aajeevika Gramin Express Yojna
- Participatory management and accountability
- Common voluntary saving and lending
- Banks more willing to lend to SHGs

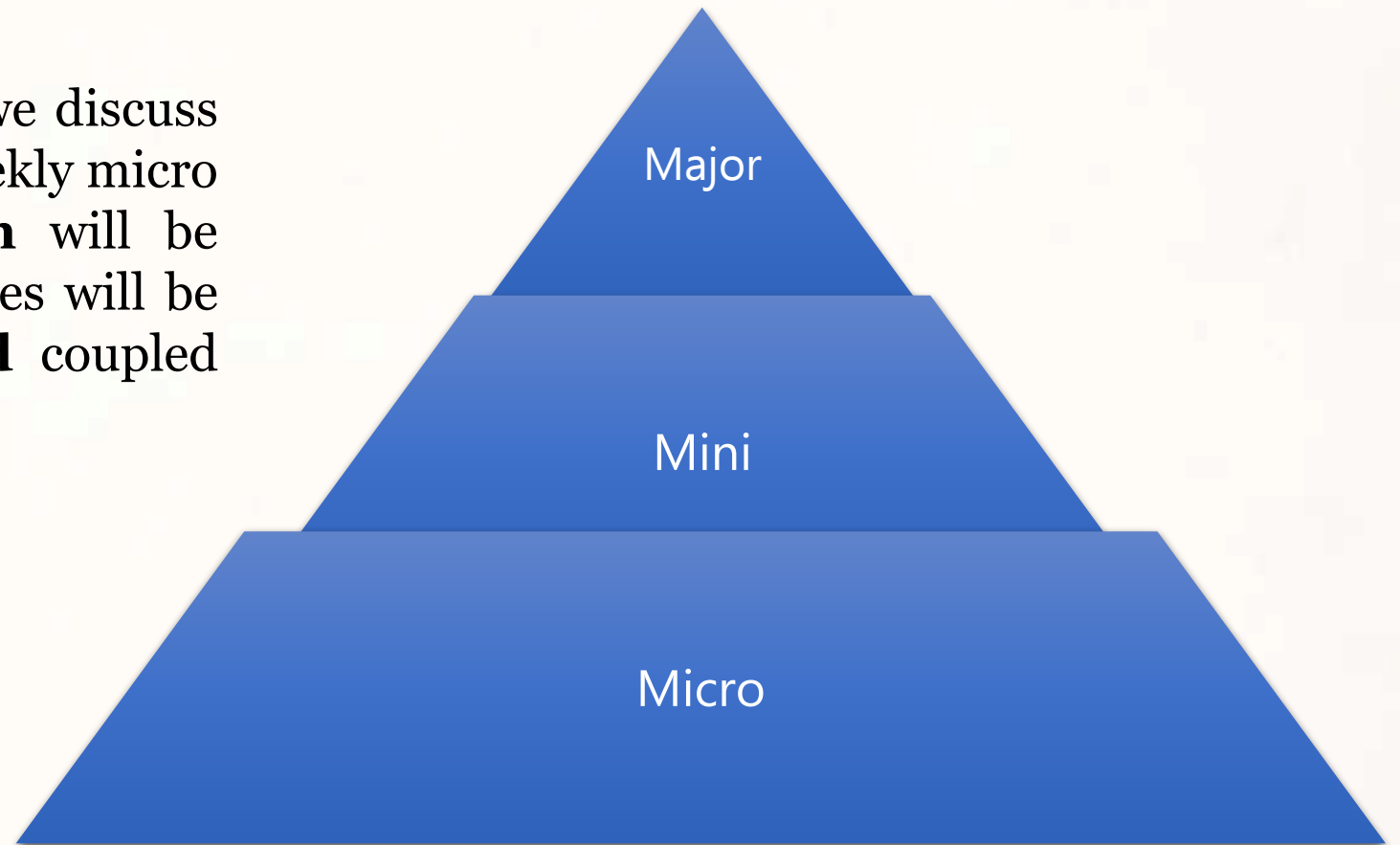
### CHALLENGES AND ISSUES

- Multiple lending and over borrowing
- Ghost borrowers
- Coercive method of recovery
- Structural issue: Granting of loan and first instalment generally coincides
- Control by vested interests
- Socio-cultural hurdles
- Lack of skills, financial understanding and technical know
- Y H Malegam Committee on Micro-finance Institution**
- 2 nd ARC recommendations for SHGs**
- Government Initiatives**
  - Aajeevika Gramin Express Yojna
  - S Shakti
  - Women Self Help Group

### MULTI-DIMENSIONAL BENEFIT

- Financial inclusion
- Empowerment of marginalised particularly women
- Poverty alleviation
- Role as pressure group and rise as leader
- Social outcomes inform of health, nutrition and education
- Better targeting and utilization of government schemes
- Capacity and skill-building of poor people

This is unique approach where first we discuss concepts briefly and then discuss weekly micro tests. **Answer writing approach** will be discussed in these classes. The classes will be very practical and **exam oriented** coupled with answer writing .



# Essay Master Class

- Learn the art and science of writing essay that will fetch 150+ marks.
- Selected Essay from Sunday Essay Sadhna.

6/2/2017

upsodaf.nic.in/data/csm\_q\_marks\_2016/data/home.php

**UPSC**

**UNION PUBLIC SERVICE COMMISSION**

**CIVIL SERVICES (MAIN) EXAMINATION, 2016**

[Logout](#)

ROLL NO. : 0029983

NAME : SANTOSH PANDEY

## MARKS OBTAINED

SUBJECTS	MARKS
ESSAY (PAPER-I)	144
GENERAL STUDIES -I (PAPER-II)	107
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OPTIONAL-II (PUBLIC ADMIN.) (PAPER-VII)	150
WRITTEN TOTAL	803
PERSONALITY TEST	157
FINAL TOTAL	960



# Essay Master Class Testimonials



**S** Syed Imran Hussain  
★★★★★ a year ago

Excellent initiative by Santosh Sir. Took classes from reputed institutes of Delhi, but at the end most of them turn out to be money minting machine. Resources are available in ample in the market but the most important thing which you get here is PROPER GUIDANCE, which is lacking in most of the tutors and students. His accomplishment of writing 6 mains (+ 4 interviews) is not a joke and his experience will be unmatched if compared to most of the toppers as well. So hats off to his kind initiative. May God give him good health to guide future aspirants.

**P** Parul  
★★★★★ a year ago

Entire Course was practical in approach and gave me confidence. Extremely Helpful. Thanks a lot!

**S** Sameer Sagar  
★★★★★ a year ago

Thankyou Santosh Sir for a very comprehensive and engaging essay writing course on fundamentals of writing a essay which has helped me to learn a lot of things in a short spam of time . Will try and incorporate all your suggestions while writing my essay. Looking forward to more interactions with you on other courses as well . Regards Sameer

**M** Mariana Sharon  
★★★★★ a year ago

If you have absolutely zero confidence in writing essay , then this course is suitable for you. If you have confidence but still score less, then also this course suits you because it will help you write better essays. I have subscribed to other essay initiatives in the past but nothing is even close to the learning and confidence I got from Masterclass. Essay Masterclass + Sunday Sadhna is a very comprehensive and good strategy to scoring more in Essay paper.

**S** Sunaina Rashmi R  
★★★★★ a year ago

Provided great clarity and confidence on how to approach essay writing. All the sessions were very productive. Never seen before quality content provided. Thanks a lot sir!

**A** AMIT SANKHLA  
★★★★★ a year ago

Hot-5 star rating: because 1. To the point approach 2. Simplification of the jargons of the essay. 3. Primer to thinking process. 4. Encouragement for writing. 5. Time bound analysis 6. Build confidence for essay. 7. Omniscient for development of personality. First time in my whole preparation period i am able to think that i can also write an essay. All credit goes to SANTOSH SIR. gratitude for everything.

# Ethics Master Classes

- Since it is the most scoring paper, I have a dedicated set of classes for this Subject.
- This is one low hanging fruit that can sky rocket your marks in Mains.
- Conceptual clarity is essential here.
- Being a top scorer in this paper, I will explain every concept in the ethics syllabus of UPSC substantiated with real life examples and quotes from great personalities which are an added advantage to score brownie points in the paper

6/2/2017

upscdof.nic.in/data/csm\_q\_marks\_2016/data/home.php

**UPSC**

**UNION PUBLIC SERVICE COMMISSION**

**CIVIL SERVICES (MAIN) EXAMINATION, 2016**

[Logout](#)

ROLL NO. : 0029983

NAME : SANTOSH PANDEY

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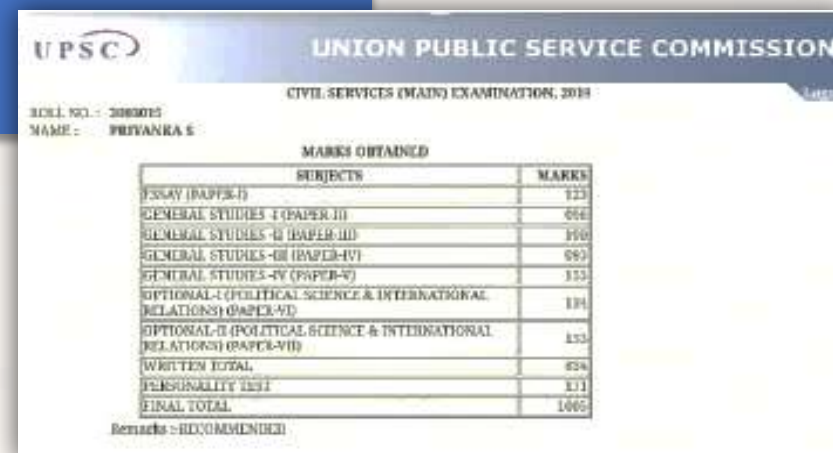
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OPTIONAL-II (PUBLIC ADMIN.) (PAPER-VII)	150
WRITTEN TOTAL	803
PERSONALITY TEST	157
FINAL TOTAL	960

# Toppers Testimonial



Sir thank you so much for giving critical analysis for my ethics answer. Ethics mark has become game changer this time to me. CSE 2018 mains i scored 92. But this time 155. Thank you sir for continuous support in my preparation

**Priyanka S AIR 68 , CSE 2019**



UPSC UNION PUBLIC SERVICE COMMISSION

CIVIL SERVICES (MAIN) EXAMINATION, 2019

ROLL NO. : 2008005  
NAME : PRIYANKA S

MARKS OBTAINED	
SUBJECTS	MARKS
ESSAY (PAPER-I)	123
GENERAL STUDIES-I (PAPER-II)	666
GENERAL STUDIES-II (PAPER-III)	160
GENERAL STUDIES-III (PAPER-IV)	660
GENERAL STUDIES-IV (PAPER-V)	155
OPTIONAL-I (POLITICAL SCIENCE & INTERNATIONAL RELATIONS) (PAPER-VI)	134
OPTIONAL-II (POLITICAL SCIENCE & INTERNATIONAL RELATIONS) (PAPER-VII)	153
WRITTEN TOTAL	824
PERSONALITY TEST	131
FINAL TOTAL	1005

Remarks : RECOMMENDED

# Daily DPS Discussion



1. Daily Discussion of most important question from Daily Practice Sheet.
2. This will help in developing your mains answer writing skills and linking static concepts with Current/Dynamics points..

Hi sir , I am part of ARJUNA Prime 2023. The DPS discussion which you take daily has really helped me immensely. In just two months I have gained huge confidence in answer writing and analysing current affairs from mains point of view

10:13 AM

## 1. All important questions for Mains 2023 will be discussed.



Abhinandan Kumar

★★★★★ 4 months ago

The best thing about this course is daily interactive discussion by Santosh Sir. Three questions posted daily are very much relevant for upcoming Mains-21. Moreover, Sir's commitment to boost our score out of 1250 GS marks is very much inspiring. I feel this course is very much effective to revise Mains syllabus as per the dynamic demand of Mains questions.



Ayushi Pradhan

★★★★★ 4 months ago

The questions and the discussion class are extremely relevant. Sir guides from his own experience so that we don't make any mistake in the exam. The interlinking of concepts and creative answer writing are the best part.



Gaurishankar Gupta

★★★★★ 4 months ago

A "to the point" initiative precisely tuned to UPSC Mains' demand. Helps to not only cover important topics, but also develop skills to explore multiple dimensions of questions during the exam. Santosh Sir's experience-led approach and efforts are incredible and will surely yield rich dividends to those taking part in this course.



# Personality Development

The final stage of CSE journey is personality test.

- CSE Personality test is not the test of knowledge and communication skill. It is a test of your character and suitability for administrative leadership .
- Because of **my vast experience of 4 CSE Interviews** and 1 State PCS interview I know what works and what doesn't. I can help you fine tune yourself to meet their expectation.
- Character development takes time and in this 20 month journey , **I along with other civil servants will help you develop character of strength.**
- Monthly sessions on personality development.
- After you qualify mains , we will conduct regular mock interviews to train you on handling tense situations, voice modulation, etiquettes, presence of mind delivering what you know spot on and much more to handle the interview with finesse.



# Topper's Testimonial About Interview



The final stage of CSE journey is personality test.

“The mock interview at Optimize IAS was an enriching experience. The learned and esteemed panel asked a diverse set of questions that also push you to think on the go which is needed for the interview.

The feedback given was also very professional and nuanced. The mock increased my confidence manifold.

I am grateful to Optimize IAS for facilitating the mock interview and would recommend the mock to other aspirants as well.”

**KARISHMA NAIR**

AIR-14, CSE 2020



# Programme Comparison



Salient Features	Arjuna	Arjuna Prime
Daily Pre-cum Mains Integrated Study Plan With Daily Targets	Yes	Yes
Inner Circle	No	Yes
Strategy Videos- GS (Pre Cum Mains) And CSAT	Yes	Yes
Weekly Prelims Tests ( Including LAQSHYA –OPTIMA 2023- OPTIMA NOTES )	Yes	Yes
Mains Master Notes- GS 1,2,3,4	Yes	Yes
Mains Master Cards	Yes	Yes
Mains Master Class-GS 1,2 & 3 Integrated With Tests Micro, Mini, Major	No	Yes
Ethics Master Class	No	Yes
Essay Master Class	No	Yes
Mains Optima 2023	No	Yes
Personality Development	No	Yes
Daily Mains (Daily Practice Sheet) Discussion Session	No	Yes

**Thank you**