



#LearnToBeATopper with
MK Yadav & theIAShub



REGISTER NOW

NEEV 2022

Strong Foundation, Sure Results!

INTRODUCING
ONLINE/OFFLINE COURSE

REGISTRATION OPEN

100 SEATS ONLY

BATCH STARTS

SEPT. 20, 2021

INDIA'S FIRST

ARTIFICIAL INTELLIGENCE DRIVEN
GS FOUNDATION COURSE FOR UPSC CSE

#96, 60 Feet Main Road, Above KFC, Chandra Layout, Bengaluru

✉ info.b@theiashub.com ⚡ www.theiashub.com ⚡ /mkyadav ⚡ (+91) 9900540262

OUR ADVISORY BOARD & MOCK INTERVIEW PANELISTS



Sh. T.K.A. NAIR
(IAS, Retd)

Sh. T.K.A. Nair is a career civil servant, who formerly served as an Adviser to the Prime Minister of India, with the rank of the Minister of State.

A 1963 batch IAS officer from Punjab Cadre, Sh. T.K.A Nair has served as the Chief Secretary of Punjab and Secretary to Gol in the Ministry of Environment & Forest. He later served as Secretary in the PMO during the terms of Sh. I.K. Gujral and Sh. Atal Bihari Vajpaayee and as Principal Secretary to the Prime Minister. Presently, he is serving as a Member of the Board of Governors of IIM, Kozhikode and Centre for Research in Rural and Industrial Development, Chandigarh.



Sh. VIJAY K. NAMBIAR
(IFS, Retd)

Sh. Nambiar is a former Indian diplomat (Indian Foreign Services), who served as the UN Secretary General's Special Advisor on Myanmar. He was Chef de Cabinet (Chief of Staff) under UN Secretary-General Ban Ki-moon (2007-2012). He served as India's Permanent Representative to the United Nations in New York (2002-2004).

Sh. Nambiar has also served as Deputy National Security Advisor to the Gol and Head of the National Security Council Secretariat.

Earlier as the Ambassador of India, he served successively in Pakistan, China, Malaysia, Afghanistan, and Algeria.



Ms. VINEETA RAI
(IAS, Retd)

Ms. Vineeta Rai is a former Indian Administrative Service (IAS) officer and is the first woman to hold the post of Revenue Secretary in the Ministry of Finance. Ms. Rai was voted one of The 25 Most Powerful Women in Business in India in 2003.

Previously, Ms. Rai has held posts in the Ministry of Urban Development, Ministry of Health & Family Welfare and Ministry of Home Affairs in the Union Government. She also worked in various state administrations and public sector undertakings.



Sh. SK TUTEJA
(IAS, Retd)

Sh. SK Tuteja is a former Indian Administrative Services (IAS) who has over 40 years of experience in diverse fields, including District Administration, Education, Industry, Trade, Commerce, and Finance and company matters. He retired as Secretary Food & Public Distribution, Gol. Sh. Tuteja has acted as a Consultant to the World Bank for Designing of a Data Bank system for selection to the Board of Directors. His service Career with the Government of Punjab covered key assignments in various Government Department. He was the Chairman of the Punjab State Electricity Board, Chairman of the committee on Revitalization of the sugar Industry, and the Chairman of Pay Commission of the Government of Punjab from 2006 – 2009.



Sh. DHANENDRA KUMAR
(IAS, Retd)

Sh. Dhanendra Kumar is a former civil servant (Indian Administrative Services), a former Executive Director at the World Bank and the first Chairman of the Competition Commission of India. He has served as a Secretary to Gol – Ministry of Defence, Ministry of Road Transport & Highways, Ministry of Culture. Ministry of Corporate Affairs (MCA) has constituted a Committee under his Chairmanship for framing of the National Competition Policy.

He is currently assisting Indian Institute of Corporate Affairs (Ministry of Corporate Affairs, Gol) as Principal Advisor and Chief Mentor of School of Competition Law – the upcoming National Centre of Excellence. He is the founder – Chairman of Competition Advisory Services (India) LLP (COMPAD).

MESSAGE FROM THE FOUNDERS



Dear Aspirants,

"Technology will never replace great Teachers, but in the hands of great Teachers it's transformational"

At theIAShub, We blend great Teacher and Technology together to bring out Toppers! We provide personal handholding and mentorship to our students to help them in 'continuous course correction' so that they can 'Realise their Dream – To be an IAS Officer!'

We are a pioneer in developing **India's First Artificial Intelligence** driven IAS Mentorship Programme. **AEKA**, our AI Platform helps you to find your Improvement areas and our Expert Mentors will help you to turn those into your Strength!

We wish to transform your '**Hard work into Smart work**' to get you closer to your dream. Welcome to theIAShub and join the League of Toppers!

Dear Future Leaders,

It is immensely heartening to see an increasing number of aspirants choosing to create a life of serving their fellow countrymen through the Civil Services.

Before anything else, preparation is the key to success.

The aspirants at theIAShub are trained to live by our mission statement – '**Be Your Dream**', by building 'Right Perspective', offering 'Right Direction', and equipping our students with the 'Right Strategy' for preparation.



"The successful warrior is the average (wo)man, with laser-like focus."

With an extremely targeted approach, we strive to reduce your chances of '**leaving your dream to fate**' so that you are able to move faster, stronger & with more confidence towards your goal. **All the Best!**



"Success is a privilege enjoyed by those who work for it with an unmatchable spirit of perseverance and self-belief."

It gives me immense pleasure to announce the coming of theIAShub, India's premier IAS mentorship institute, here "in **Namma Bengaluru**", for the first time. Now, our aspirants from South India, will no longer have to travel far from their homes, all the way to Delhi to '**Realise their Dream**'. They'll get the same quality mentorship here **closer at home** from our Experts from Delhi. Our aspirants will have a **Competitive Edge** vis-à-vis Delhi mentored aspirants!

At theIAShub, we are looking forward to **support you throughout your Journey of Becoming an IAS!**

5 Pillars of NEEV 2022

Technology Based Adaptive Learning

- AI Enabled Mentorship
- Digital Board for Smart Classes
- Online Live Interactive Sessions



Over the Top

- Daily Headlines & Editorial Summary
- AI Driven Test Series : Prelims & Mains
- Special Sessions by Toppers & Serving Bureaucrats

AI driven Mentorship

- Data Analytics
- Formative Expert Mentorship
- Continuous Improvement Plan

Regular Assessment via Tests

- Topic wise, Subject wise & Full Length
- Objective + Subjective
- Static + Current Affairs

Comprehensive Coverage for All Stages

- Prelims (GS, CSAT)
- Mains (GS- I,II,III,IV, Essay)
- Interview



COURSE FEE

RS. 80,000 ONLY

• **DURATION:** Sept. '21 - April '22

• **MODULES AVAILABLE:** Full Course | Subject Wise

• **LEARNING PLATFORM:** Live/Recorded | Offline

INDIA'S FIRST

ARTIFICIAL INTELLIGENCE (AI) BASED MENTORSHIP





AEKA

AI driven Mentorship



• Data Analytics:

Derived from the students' Cognitive Assessment Test after enrollment, and thereafter, their performance in regular class tests (daily, weekly, & monthly), the Data Analytics helps in identifying strengths & weaknesses in Topics/Subjects on an ongoing basis.

This Data Driven Intelligent Feedback allows the students to improvise & customise study plans under a personalized guidance (Personal Mentor, Peer Group, Faculty, Psychologists & UPSC Interview Panelists), on a continuous basis.



• Formative Expert Mentorship

'Expert Hand-holding' in the first 4-5 months will be provided to ensure that the students are on the 'Right Track', from the beginning itself.

Students would be assigned an NCERT/Standard Books based Lecture Schedule (subject wise), a Personal Mentor (30 minutes one on one session), Live Session with Faculty (every 21 Days) and a Peer Group (activities such as News/Editorial Analysis, Presentation to the group etc., every Saturday).



• Continuous Improvement Plan

Data Analytics from the first 4-5 months' test performances will be used to devise 'Individual Learning Plans', on a Monthly Basis for each student and evolve continuously under the Mentors, Faculty & Peers, to know "What and How" to study for UPSC.

Presence of Psychologist & UPSC Interview Panelists in our Expert Panel (Need Basis) will ensure that students thoroughly understand the requirements of CSE and align their preparation accordingly.



Comprehensive Coverage for All Stages



● Prelims (GS, CSAT):

Covers syllabus for both the papers, GS (General Studies) and CSAT (Civil Services Aptitude Test), including both **Static & Current Affairs**, with regular evaluation tests and a fully AI Enabled Prelims Test Series.

NCERT/Standard Books based study plan to be shared with students after enrollment & thereafter, with regular performance tracking & feedback.



● Mains (GS - I,II,III,IV, Essay):

In-depth coverage of all four GS Papers & Essay, including both **Static & Current Affairs**, with most updated study material/class handouts. The sources for handouts include NCERTs, standard books, Govt. websites/ Reports, National Newspapers, RSTV Discussions, Yojana/Kurukshetra Magazines etc.

Weekly subjective Tests and well structured, technique driven Mains answer writing sessions and Test series to make students 'Mains ready'.



● Interview:

The students qualifying for Personality Test will be eligible for **Interview Mentorship Programme (IMP)**, which includes **One to One Sessions** with MK Yadav Sir & Bureaucrats (Serving as well as retired), **Current Affairs Sessions (100+ Topics)** & **250+ personalized DAF questions**.

IMP is designed with an 'All Inclusive Approach' for your last, yet most crucial stage of UPSC CSE.



Regular Assessment via Tests



- **Topic Wise, Subject Wise & Full Length:**

Daily Evaluation - Topic wise, to assess the extent to which the student has grasped the daily sessions.

Weekly Evaluation (Every Sunday) - Subject wise Questions, alongwith Current Affairs.

Monthly Evaluation & End of Course Full Length Tests



- **Objective + Subjective:**

Assess & Revise your factual and conceptual understanding with MCQs as well as Subjective Questions, throughout the week, for preparing yourself for both the stages - Prelims and Mains.

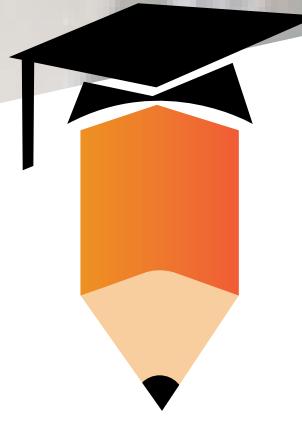
Identifying strengths & weaknesses in topics/subjects will help in modifying the study plan under the expert driven feedback.



- **Static + Current Affairs:**

The questions in the revision tests will be framed to check your static knowledge as well as current affairs awareness, covered in Classes, News/Editorial Analysis, other discussions etc.

Balanced approach towards static and current affairs will help students to strictly align their studies with the CSE requirements.



Over the Top

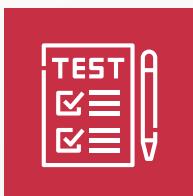


● Daily Headlines & Editorial Summary:

Simplifying newspaper & editorial reading for a beginner aspirant, this special initiative identifies the most important news and the best Editorials summaries of the day from Leading National Dailies (The Hindu, Indian Express etc.), on a daily basis.

This includes understanding the relevance of the news/editorial for different papers in CSE, identifying important keywords, grasping related definitions etc.

News & Editorial Analysis discussions among the peer groups will be held, every Saturday to ensure better understanding and recall of the current issues. Class Presentations by students aim to improve their communication skills and holistic personality development, a very important element of Interview preparation.



● AI Driven Test series - Prelims & Mains:

Targeted Test series for Preliminary Examination and Mains Answer writing Batches would be provided to the students to have the real exam feel before respective stages of CSE.

With 'AI Driven' Prelims Tests Series & 'Technique Driven' Mains Tests Series, the students would be trained to apply well tested strategies & tools used by Toppers to score maximum marks.



● Special Sessions by Toppers & Serving Bureaucrats:

Strategy sessions by the Toppers and Leadership & Motivational sessions by serving as well as retired bureaucrats will be organized to give an insight into the preparation strategy of the Toppers, the work profiles of civil servants and motivate the aspiring minds.

UPSC Interview Panelists & Psychologists will also be joining the expert panel of mentors, on need basis, to guide the students.



Technology Based Adaptive Learning



• AI Enabled Mentorship:

theIAShub has come up with India's first Artificial Intelligence driven Mentorship, to utilize the technology as an aid to learning requirements of aspirants.

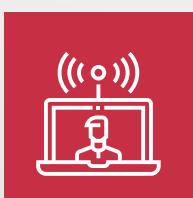
It aims to provide expert based mentoring to the students as per their 'Cognitive Assessments' and ensure Individual Suited Learning for the best results in their first attempt.



• Digital Board for Smart Classes:

Incorporating the 'Ease of Learning', Digital Board supports high quality interactive tools like Mindmaps, Infographics, Illustrations, gifs etc. while teaching.

It facilitates Video streaming with best/optimum resolution in affordable bandwidth, so that internet connectivity issues do not impact your learning experience.



• Online Live Interactive Sessions:

Bridging the Accessibility Gap, all your doubts will be cleared on a Weekly Basis, every Friday with your Personal Mentor & every 21 days with your Faculty, with Live Sessions.

Engaging & Interactive sessions amongst Peer Groups like News & Editorial Analysis, Discussions, Presentation etc. will be organized every Saturday.

INDICATIVE WEEKLY SCHEDULE

DAY	SCHEDULED ACTIVITY
Monday - Friday	2 Sessions (4 Hours) per day Daily Topic wise MCQs for assessment
Saturday	Peer Group Activity - News & Editorial Analysis/Presentations
Sunday	Weekly MCQs Test - Static + Current Affairs One-to-One Mentorship session
Everyday	Daily Important News Headlines & Editorial Summaries from Leading National Dailies
Need Basis	Interaction with Psychologists, UPSC Interview Panelists & Toppers

SUBJECT WISE COURSE STRUCTURE

COURSE	COURSE FEES (Incl. of GST)
Economics & Social Development	₹12,000
Environment, Biodiversity & Disaster Management	₹6,500
Science & Technology	₹4,500
History - Ancient, Medieval, Modern, World	₹10,500
Geography	₹9,500
Polity & Governance	₹9,500
International Relations & Internal Security	₹5,500
Current Affairs - INA	₹24,500
Indian Society & Social Issues	₹4,500
Ethics	₹10,000
Essay	₹3,000
Individual Module Wise Total Fee	₹1,00,000
Full Foundation Fees (GS)	₹1,00,000 ₹75,000*
CSAT	₹5,000
Full Foundation Fees (GS + CSAT)	₹1,05,000 ₹80,000

*Total Course Fees (GS) is Rs. 1 lac. 25% Discount is applicable only for first 50 admissions.

CSE'19 TOPPERS

UNDER GUIDANCE OF MK YADAV



4 STUDENTS IN TOP 10!



3
Rank

Pratibha Verma



7
Rank

Ganesh Kumar Baskar



8
Rank

Abhishek Saraf



10
Rank

Sanjita Mohapatra

HIGHEST* IN INDIA: 34 Selections in Top 100!



Nupur Goel



Raunak Agarwal



Gunjan Singh



Neha Banerjee



Pradeep Singh



Himanshu Gupta



Pari Bishnoi



Simi Karan



Abhishek Augustya



Ruchi Bindal



Aswathy Srinivas



Ayushi Jain



Safna Nazaruddin



Ishwarya R



Arun S Nair



Yashni Nagarajan



Divyanshu Singal



Dheeraj Kumar Singh



Aashima Goyal



Nikita Yadav



Navneet Mittal



Srutanjay Narayanan



Katta Ravi Teja



Shaswat Tripari



Jivani Kartik Nagjibhai



Muskan Jindal



Shubhangi Srivastava



Devi Nandana AV



Hardik Agarwal



Archana PP

200+ Total Selections

KNOWLEDGE CENTRE BENGALURU

#96, 60 Feet Main Road,
Above KFC, Chandra Layout



www.theiashub.com



/mkyadav



info.b@theiashub.com

9900540262