



# ENSURE IAS

## ET 150

## Essay Target – 150+ Marks

Break the Inertia. Start Writing. Master the Essay.

- **Starts:** 10<sup>th</sup> June 2025
- **Mode:** Recorded (Unlimited Views) + One-to-One Mentorship By Sachin Jain Sir and other toppers
- **Duration/Validity:** Till May 2026
- **Fee:** ₹4000 + GST (For Old Students Free)

### My Promise

Dear all,

Over the years, I've seen many UPSC aspirants ignore the Essay paper — and because of that, they end up losing 40–50 marks. These are marks that could have been scored with far less effort compared to GS papers.

I understand where this comes from. Many students feel stuck — not knowing how to start a long essay, how to finish two essays in 3 hours, or how to include solid points that stand out. They often overthink or underprepare, and sometimes just pick the wrong topic. I've seen these patterns again and again. That's why I created this course.

I've personally designed the essay course and recorded all the videos so that you don't waste time jumping from one resource to another. Everything you need — from how to think, structure, and write — is covered in a simple and clear way.

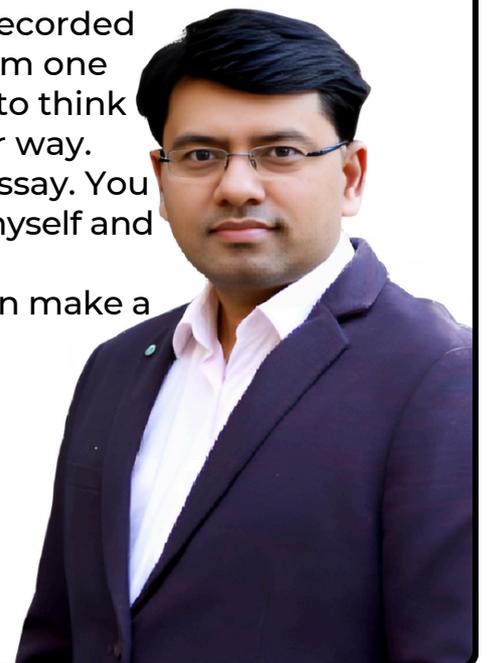
You don't need to be a "writer" to write a good essay. You just need the right method. I'll even check your essays myself and guide you on how to improve and get the top marks.

I genuinely believe these notes and this course can make a big difference in your score — and your confidence.

Let's make Essay your strongest paper this time.

Best wishes,

Sachin Jain, IRS 2016



 - 7900-44-7900



## A) Why Choose ET 150?

### 1) 25 Recorded Lectures on PYQs & Important Themes for Essay

Get access to 25 high-quality video lectures covering Past Year Questions (PYQs). These are theme-based and help you understand what UPSC really wants.

### 2) 6 Tests – Practice Like UPSC

- 3 Sectional Tests
- 3 Full-Length Tests

Simulate the real exam and get constructive feedback to improve fast.

### 3) Quote Bank (PDF)

Get 100+ powerful and relevant quotes — perfect for enriching your essays, especially in philosophical and ethical topics.

### 4) Anecdote Bank (PDF)

30+ real-life stories and examples to make your essays relatable, and memorable.

### 5) Conclusion Toolkit (PDF)

30+ ready-to-use themes for writing strong and meaningful conclusions.

## B) Tools to Handle Abstract Topics

### 1) Contradiction-Based Structuring

Learn how to use dialectics — thesis, antithesis, and synthesis — to explore both sides of Great for topics involving paradoxes, opposites, or philosophical dilemmas.

### 2) Layer-by-Layer Exploration

Peel ideas like an onion — from personal to social to global layers. Especially useful when the topic is abstract but has universal resonance.

### 3) Inside–Outside Method

Start from within (thoughts, emotions, individual) and move outwards (society, state, humanity). Builds organic flow in essays that begin with abstract or spiritual ideas.

### 4) Metaphor-to-Meaning Expansion

Deconstruct metaphors into real-world implications.

For topics like “Life is a journey” or “Research is a blind date with knowledge.”



## 5) Ethical Lens Application

Use moral philosophy (Kant, Gandhi, utilitarianism) to interpret abstract ideas. Give a deeper, value-based edge to your essay.

## 6) Real-World Anchoring

Learn to root abstract concepts in history, governance, economy, and human development. Makes your essay practical, not preachy.

## 7) Temporal Structuring

Trace the evolution of an idea: **Past → Present → Future.**

For topics that deal with transformation, vision, or philosophical change.

## 8) Human Psychology Lens

Apply basic psychology: fear, desire, ego, emotion, meaning.

## 9) Interdisciplinary Thinking

Connect philosophy with science, sociology with ethics, literature with governance. Abstract becomes meaningful when grounded in multiple domains.

## 10) Analogy and Symbolism Technique

Learn how to use powerful analogies, symbols, and allegories to simplify abstract ideas and make them emotionally and intellectually relatable.

## **C) 1) Evaluated By Subject Experts Who Reached upto Interview**

With detailed, UPSC-style feedback.

2) A personal review of your essay by **Sachin Sir** — To know marks fetching tricks.

## 3) 1-to-1 Mentorship with Sachin Jain Sir

Get dedicated sessions to solve doubts, fix weaknesses, and sharpen your strategy.

## **Our Promise:**

We help you score **maximum marks in minimum time** — with structure, strategy, and mentorship that works.



## Steps to write good essay.

Write fast, random, maximum points



Choose Relevant Points



Organise them



Make it Multi dimensional



Use good vocabulary



Keep legible (if not beautiful) handwriting



Underline Key Points

