

PAMPHLET

OF THE

27TM

ACADEMY

A Timeless Value.....

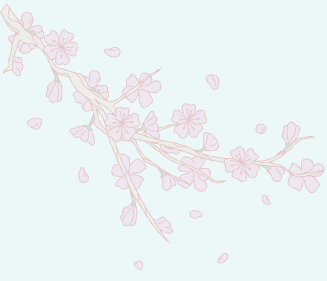
FOR THE

UPSC
CIVIL SERVICES
EXAMINATION



ESTABLISHED. 2023

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Chairperson's message



Welcome to 27 Academy, future civil servants! I extend my heartfelt congratulations to each one of you embarking on this incredible journey towards the UPSC Civil Services Examination. Your desire to serve not only the nation but to strengthen India's governance is commendable. Today, India is racing ahead in every field, achieving milestones with remarkable results. It's time for us to make our administration equally powerful, to build a nation that commands respect on the global stage.

As aspirants, you are the future torchbearers of this vision. Success in the UPSC CSE requires much more than just willpower; it demands authenticity, knowledge, meticulous preparation, and most importantly, the right guidance. At 27 Academy, ready to provide you with that quality preparation to help you pull up your socks and face this examination. The nation is waiting for leaders like you. Together, let's build a stronger, prouder India. Academy is here to guide you in every step.

*Warm regards,
Gudala Devi Ratnam,
Chairperson,
27 Academy.*



India's only UPSC CSE coaching academy that starts guidance with personality—because that's what UPSC looks for first.

Vision

“To transform students into the candidates that the UPSC CSE is looking for”

“To make candidates self-reliant in their UPSC CSE preparation”

Mission

“To provide the right guidance to candidates preparing for the UPSC CSE”

“To take UPSC CSE preparation to RURAL areas”



सत्यमेव जयते



About Academy

27 Academy is a dedicated coaching academy focused exclusively on preparation for the UPSC Civil Services Examination (CSE). It is not an institute that follows the conventional path. Academy prepares candidates from scratch to success — The academy supports candidates from the very beginning of their journey and stands with them through all the stages of the examination: the Preliminary Examination, the Main Examination (Written Examination and the Personality Test) —ensuring complete guidance throughout the examination procedure. —from absolute zero to UPSC CSE-ready.

What sets 27 Academy apart is its mission to go beyond conventional teaching, raising awareness about the limitations of traditional coaching and offering an authentic and structured alternative that aligns strictly with the guidelines, ethos, and expectations of UPSC CSE.

The academy transforms students into candidates with social aptitude and further into candidates with Civil Services Aptitude. Through a unique blend of traditional wisdom and modern methodologies, the academy ensures a comprehensive learning experience.

Authentic

Promotes learning from authentic sources, such as government reports and official documents

Practical

Emphasizing experiential learning through tasks, field visits, and projects.

Personalized

Tailoring education to meet the unique needs and aspirations of each candidate.



Why 27 Academy is UNIQUE?

Academy's signature 229-Day Guidance Programme is 1000X more aligned, structured, and effective than the common foundation course or mentorship modules seen elsewhere. Academy Aligns With UPSC's Expectations, Not Market Trends. Academy has studied UPSC's documents, archives, museum notes, official reports, and syllabi to understand exactly what UPSC expects from candidates.

What 27 Academy provides?

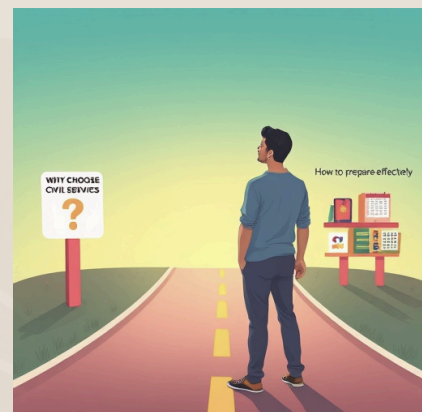
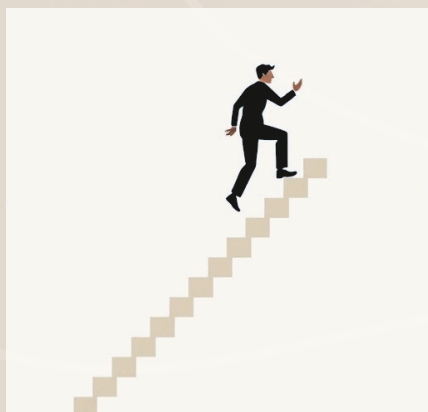
27 Academy offers a holistic and highly structured preparation experience through its flagship 229-Day Guidance Programme, which includes the following features:

“229-Day Guidance Programme”

Designed to ensure the complete transformation of aspirants into confident, self-reliant candidates.

Focuses on instilling the governance mindset and shaping candidates to match the UPSC CSE ideal.

Covers everything from understanding why to choose Civil Services to detailed insights into how to prepare effectively.



“Civil Services Aptitude Development”

- Includes 234 targeted activities.
- These activities are designed to systematically develop the aptitude, qualities, and mindset essential for candidates appearing in the Civil Services Examination.

“Mock Civil Services Examination”

- A full simulation of the real UPSC Civil Services Examination process.
- Includes all the stages of Preliminary and Main Examination (Written Examination and Personality Test).
- Helps candidates assess their readiness and improve performance under exam-like conditions.

Preliminary Examination

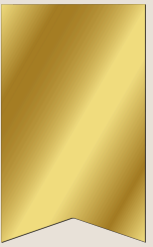
Written Examination

Personality Test





229-Day Guidance Programme



This is India's most focused and practical UPSC CSE preparation programme, covering:

- Why choose Civil Services?
 - Evolution of Governance and Administration
 - Glory and Relevance of Civil Services Today
 - UPSC CS Examination Structure & Syllabus Demystified
 - Understanding UPSC's Mindset & Expectations
 - Authentic, University-Level Resources
 - Optional Subject Selection with Structured Guidance
 - Answer Writing, Note-Making & Documentation style writing
 - Time Management, Concept Clarity & Smart Work Approach
 - Field Visits to Observe Civil Services in Action
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This isn't a crash course—it's a civil services lifestyle transformation.

"229 Days to Become the Candidate UPSC looks for"



Specifications of the 229-Day Guidance Programme

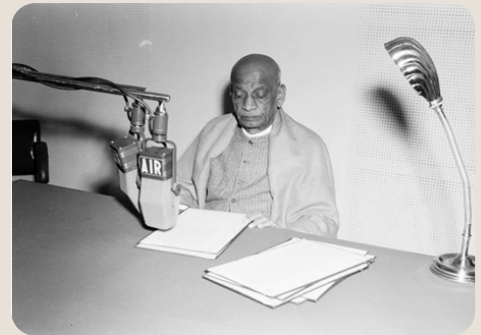
The 229-Day Guidance Programme is not just a timetable—it's a transformational journey that prepares candidates for the Civil Services Examination from the ground level:

1. Evolution of Administration and Its Importance

- Covers the development of administrative ideas and institutions from ancient to modern India.
- Helps candidates understand the roots of governance and the evolution of Civil Services.

2. The Glory of Civil Services

- Highlights the role, legacy, and contributions of Civil Services in nation-building and governance.
- Instills a sense of respect and motivation towards the profession.



3. Personality First Approach

Personality Development from Day 1

UPSC assesses the candidate's personality right from the release of the notification, as evidenced by the inclusion of the Detailed Application Form from the Preliminary examination stage itself.

- At 27 Academy, guidance begins with what most institutes end with: the Personality Test. Because UPSC assesses both:
 - **External Personality** – Communication, presentation, handling pressure, and presence of mind (crucial for the Personality Test), speaking, expression, listening, presence, mental calm, body language, etc.
 - **Internal Personality** – Writing skills, ideological clarity, documentation style, time management, and thinking ability (essential for the Written Examination), thinking process, governance aptitude, ethics, etc.
- Academy incorporates 234 personality-building activities within the 229-day period to shape candidates mentally and physically into UPSC CSE-ready individuals.





4. 150 Days of Preparation Phase

- A guided self-preparation period.
- Encourages independence, critical thinking, and consistent alignment with UPSC expectations.
- Includes guidance and doubt clearance at regular intervals.
- In this phase, candidates will make common mistakes, Academy will clear those through guidance, aligning to UPSC CSE.



5. In-Depth Syllabus Orientation

- Detailed understanding of:
 - UPSC Civil Services Examination Structure.
 - Syllabus for both Preliminary and Main Examinations.
 - Plan of Examination, Structure, Pattern, and Evaluation Process.



6. Practical Exposure and Self-Discovery

- Includes field visits and practical learning tasks.
- Helps candidates discover their passion, fit, and suitability for Civil Services.
- Candidates who realise that Civil Services is not their path can redirect early, saving valuable time and effort.
- The programme includes field visits, real-time observation, and interactive sessions to help candidates understand society, governance, and public service at the ground level.
- This clarity saves years of confusion and helps aspirants decide whether Civil Services is truly their path.



7. UPSC-Aligned and Research-Based Approach

- The programme is based on deep research using:
 - UPSC documents, notifications, old pamphlets, official reports, syllabi and museum archives.
- Every element is logically aligned with the real requirements and spirit of UPSC CSE.

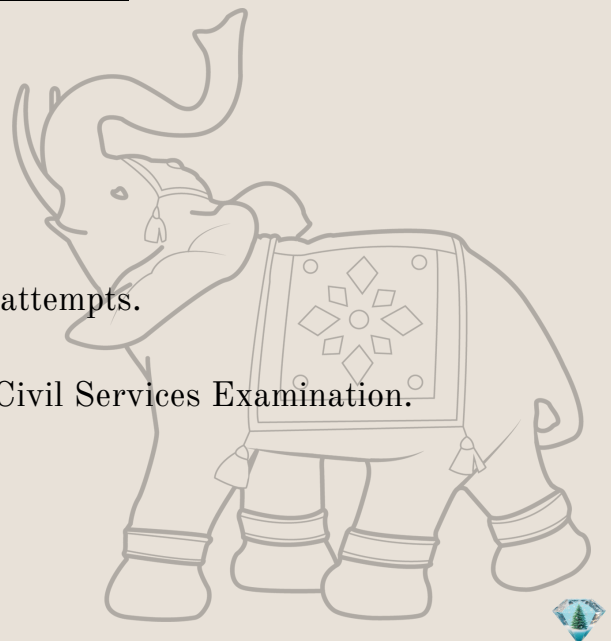
8. Authentic & Logical Curriculum

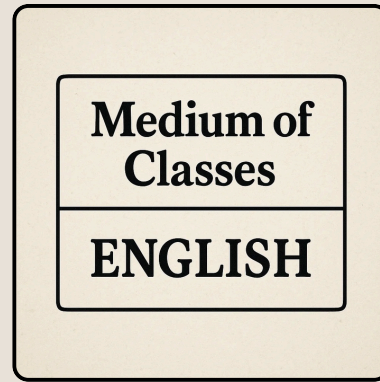
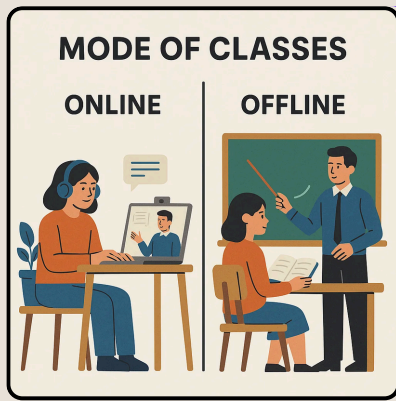
Academy do not promote shortcuts, but teaches:

- Comes from UPSC's own references
- Uses Authentic resources (books, publications, journals) and university-level materials
- Follows a step-by-step procedure from orientation to mock civil services examination
- Builds self-reliant, independent candidates who won't have to look back for guidance again—even for future attempts
- Guides candidates in choosing:
 - Optional subjects based on their interest, capability, and UPSC CSE relevance.

9. Outcome: Self-Reliant and Ready Candidates

- By the end of the 229 days, candidates become:
 - Completely self-reliant.
 - Able to prepare independently even for future attempts.
 - Confident in handling all stages of the UPSC Civil Services Examination.





Admission Criteria

- Admission into the academy happens through an Assessment test:
 - Interested candidates must take an Online Assessment Test.
 - Registration Fee: ₹129.
 - This test measures clarity, intent, and starting point of preparation
 - **Only qualified candidates are admitted** to the 229-Day Guidance Programme.
- Candidates aged 19 to 29 are eligible for admission.
- Only those who have completed Graduation or are currently pursuing Graduation are admitted.
- Candidates with a basic knowledge of the Civil Services Examination are admitted.

Programme Fee



The total fee for the 229-Day Guidance Programme is **₹54,229 (excluding GST)**. This is nominal when compared to the value, guidance, considering the depth, originality, and personalisation of the programme and transformation Academy delivers—far beyond traditional coaching institutes.



Why choose 27 Academy?



- Aligned to UPSC CSE from Day 1
- Structured, research-backed programme
- 234 activities to groom skills and mindset
- Candidates become self-reliant for future attempts
- Personality-first model
- Authentic resources only
- Clarity, discipline, and motivation built-in

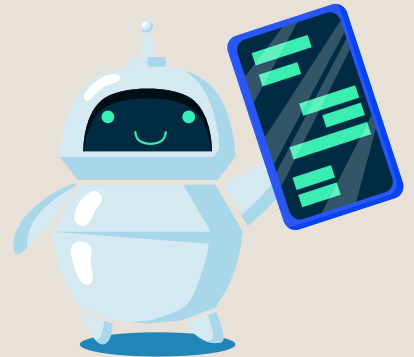
Contact 27 Academy

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Shikshaka (Counsellor): 9640345229

Call Timings: 8:30 AM to 5:00 PM



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YouTube: 27 Academy UPSC CSE

Telegram: 27 ACADEMY - UPSC CSE

