



COUNSELLING

Clarity Today.
Confidence Tomorrow.

Breath. Reset. Begin.



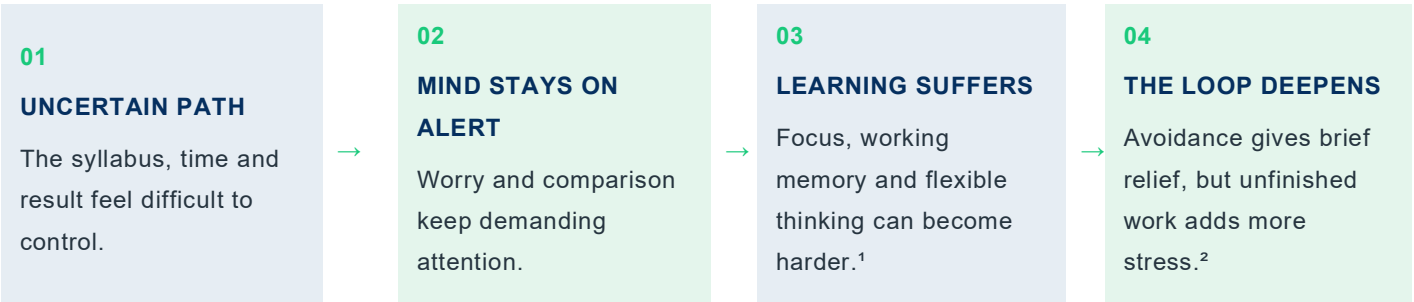
We know this can feel exhausting.

“Am I doing enough?” “What if I do not clear?” “How long can I keep going?”

You may be working hard and still feel lost. That does not mean you are weak or incapable. It may mean that pressure has begun to occupy the space you need for learning, recovery and clear decisions.

WHAT PRESSURE CAN DO

The preparation–pressure loop

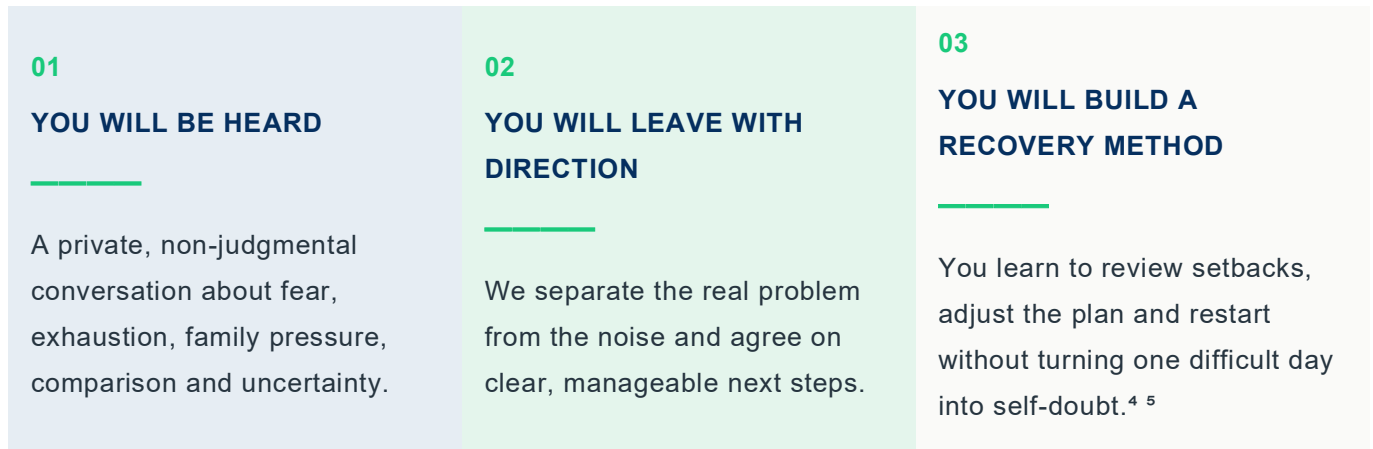


The same loop can appear beyond UPSC—in another exam, a difficult job or an uncertain life decision. This is a risk, not a prediction. With support and practice, the response can change.³

HOW SITOK COUNSELLING HELPS

A calmer mind. A clearer next step.

We do not promise to remove every difficult feeling. We help you understand what is happening, reduce unnecessary pressure and build a preparation system you can return to—even after a bad day.



OUR ASSURANCE

No judgement. No generic motivation. No pressure to pretend you are fine.

Just an honest conversation, a practical way forward and support that respects both your ambition and your well-being.

EVIDENCE BEHIND THIS PAGE

1 Shields et al., meta-analysis of acute stress and thinking skills (2016) · 2 Sirois, review of procrastination and stress (2023) · 3 WHO, Mental Health: Strengthening Our Response (2025) · 4 Gollwitzer & Sheeran, action-planning meta-analysis (2006) · 5 Theobald et al., self-regulated learning meta-analysis (2021)

IMPORTANT

SITOK offers preparation counselling—not psychotherapy, psychiatric care or crisis support. Persistent or severe distress should be discussed with a qualified mental-health professional.

Choose the support you need.

Begin with a conversation. Choose Structured Clarity when you need a deeper review, a written plan and a system for staying consistent.

CONVERSATION

30 MIN · FREE

Talk through what feels stuck and leave with an immediate priority.

ACTION PLAN

60 MIN · ₹499

Turn confusion into a practical 30-day preparation plan.

WHAT IS INCLUDED

SUPPORT	CONVERSATION	ACTION PLAN
UNDERSTAND THE PROBLEM		
Discuss your preparation concerns	✓	✓
Identify your top 3 immediate priorities	✓	✓
Analyse confidence and discipline gaps	—	✓
Identify recurring preparation mistakes	—	✓
Understand what is creating pressure or overwhelm	—	✓
SIMPLIFY THE PREPARATION		
Resource selection and elimination	✓	✓
Reduce unrealistic targets	—	✓
Decide what can be postponed or stopped	—	✓
Create a manageable preparation load	—	✓
BUILD THE PLAN		
Normal-day study plan	✓	✓
Personalized 30-day action plan	—	✓
A realistic pace for the next 4 weeks	—	✓
STAY CONSISTENT		
30-day progress tracker	—	✓
Backlog management system	—	✓
Recovery plan for missed targets	—	✓
SUPPORT BEYOND STRATEGY		
Safe, non-judgmental conversation	✓	✓
Space to discuss pressure, self-doubt and exhaustion	✓	✓
Reduce unnecessary guilt and comparison	✓	✓
Plan adjustment if preparation feels overwhelming	—	✓
1 personal check-in during the 30-day period	—	✓
STRENGTHEN PREPARATION		
Basic guidance on PYQs and mock tests	✓	✓
Personalized test-practice approach	—	✓
Mock-error analysis framework	—	✓
Identify knowledge, judgement and elimination errors	—	✓

Choose the support that feels right for you.

BOOK CONVERSATION

GET MY ACTION PLAN

YOU'VE SEEN THE OPTIONS.

Now choose what helps you move forward.

Come as you are—confused, exhausted or simply unsure about what comes next.

We will listen, understand the real problem and help you find a practical way forward.

MEET YOUR COUNSELLOR

Nikunj Deep Singh

Founder, SITOK IAS

Nikunj brings global academic rigour and a deep understanding of UPSC preparation to every conversation—without judgement, generic motivation or unrealistic promises.

MASTER'S IN PUBLIC POLICY

University of Chicago

FORMER YOUNG PROFESSIONAL

NITI Aayog

CERTIFIED GLOBAL
CAREER COUNSELLOR

His approach is simple:

Listen before advising. Question assumptions. Work with evidence. Help every aspirant make better decisions independently.

You do not have to figure everything out alone.

One honest conversation may be all you need to see the way forward.

BOOK A CONVERSATION

GET MY ACTION PLAN

CONFIDENTIAL · NON-JUDGMENTAL · ASPIRANT-FIRST

Clarity today. Confidence tomorrow.
