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# RAVIRAJ KHATRI

## SHAPING SMARTER EDUCATION DECISIONS FOR A NEW INDIA

Shweta Singh | The CEO Magazine

In an increasingly complex education ecosystem, Raviraj Khatri has emerged as a visionary entrepreneur committed to simplifying one of the most critical decisions in a student's life – choosing the right academic path. With over 18 years of experience working closely with students across India, he has played a pivotal role in transforming how learners approach higher education and career planning.

His journey began not with ambition alone, but with observation. He recognised a persistent challenge faced by students: despite the abundance of colleges, courses, and career opportunities, many remained uncertain about what truly aligned with their goals. Decisions were often influenced by advertisements, peer pressure, or incomplete information, leading to confusion and long-term dissatisfaction.

This insight became the foundation of his entrepreneurial vision. He identified that the real need was not more choices, but better clarity. Students required access to transparent, reliable, and structured guidance that would empower them to make informed decisions. In 2016, this vision materialised into CollegeSathi, an emerging edtech platform designed to address this critical gap.

### **BUILDING A GUIDANCE-FIRST EDUCATION PLATFORM**

From its inception, his objective was not to build a conventional admissions platform. Instead, he focused on creating a guidance-first ecosystem that prioritises relevance, career outcomes, and long-term

growth. His approach redefined the role of educational platforms – from mere facilitators of admissions to trusted advisors in decision-making.

As the platform evolved, he was joined by Keerti Khandelwal and Chirag Nagpal, who brought complementary expertise to the organisation. She, with a strong background in corporate strategy and experience at Deutsche Bank, contributed significantly to shaping the company's long-term vision. Her emphasis on scalability, structured growth, and strategic direction ensured that the platform expanded while maintaining its core value of trust.

He, Chirag Nagpal, strengthened the execution framework of the organisation. With a deep understanding of operations and product workflows, he ensured that the platform's vision translated into tangible outcomes for users. His focus on process optimisation and service delivery played a crucial role in making the platform both efficient and scalable.

Together, the founding team built CollegeSathi on a shared belief that no student should have to choose a future in confusion. This philosophy is reflected in the platform's guiding principle: "Compare Karo, Choose Karo." Rather than directing users toward predetermined options, the platform encourages exploration, comparison, and independent decision-making.

### **SCALE, IMPACT, AND STUDENT OUTCOMES**

Over the years, CollegeSathi has evolved into a comprehensive education platform offering detailed

comparisons of universities, courses, fee structures, eligibility criteria, learning formats, and career prospects. This holistic approach enables students and working professionals to evaluate opportunities based on their individual aspirations and circumstances.

The platform's growing impact underscores its relevance in today's education landscape. It has successfully guided over 200,000 students and facilitated enrolments for more than 30,000 learners in programs aligned with their goals. Its network of verified institutions across India further enhances its credibility, positioning it as a trusted resource for both students and professionals.

For him and his team, success is measured not just in numbers but in the confidence they instil in learners. It is reflected in the clarity a student gains while making decisions, the opportunities a professional discovers for continued education, and the empowerment that comes from informed choices.

### **DRIVING CLARITY IN EDUCATION LANDSCAPE**

As India's education sector continues to expand and diversify, his work highlights a crucial truth: meaningful decisions are driven not merely by opportunities but by clarity. Through innovation, insight, and a student-first approach, he continues to shape a more informed and confident generation of learners.