

BoostMyTalent: Transforming Career Counseling and Higher Education from the Heart of the Himalayas

Category: Business

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BoostMyTalent, Indias first EdTech platform born in Devbhumi Uttarakhand, is redefining Career Counseling by providing personalized guidance, transparent college comparisons, financial assistance, and guaranteed placement support for students pursuing MBA, MCA, M.Tech, B.Tech, BBA, BCA, and other professional courses.



Unlock Your Potential with BoostMyTalent: Get Expert Admission Counseling for Regular & Online Colleges, Unbiased Course Comparisons, and 100% Placement Support with Our Counseling

With a student-first approach, BoostMyTalent addresses the misleading rankings, inflated placement claims, and lack of clarity in college admissions that leave many students confused about their educational choices. By offering one-on-one counselling, unbiased college insights, and structured career planning, the platform ensures that students make informed, financially sound, and career-driven decisions.

Identifying the Problem: Why BoostMyTalent Was Created

For years, students seeking admission to professional courses have struggled with multiple challenges regarding **Collegeselection, availability of Scholarships, Education loans, and the viability of Job Placements**. The challenges they face include:

- **Unverified and misleading rankings** that prioritize college marketing over actual student benefits.
- **Lack of transparency in college placements**, with exaggerated salary figures and misleading employment

statistics.

- **High tuition fees and application costs** often leave students burdened with unnecessary loans.
- **Lack of Right Criteria to select specialization** across different courses leads to poor career outcomes.

"We realized that students dont need another ranking website or an information portal focused on lead generation for colleges. They need a platform that genuinely guides them through the complexities of admissions, finances, and placements-one that is driven by facts, not marketing hype. And thats how BoostMyTalent was born,"– Sandesh Sharma, Founder & CEO, BoostMyTalent.

Overcoming Challenges to Build a Startup in Rishikesh

While the vision for BoostMyTalent was clear, building a tech-driven education platform in Rishikesh was far from easy. Unlike Delhi, Bengaluru, or Mumbai, Rishikesh lacked the startup ecosystem, infrastructure, and workforce needed to scale a digital business.

Key challenges included:

- **Poor Mobile & Internet Connectivity:** Reliable broadband was unheard of in Rishikesh, making virtual counselling and platform development difficult. Frequent outages meant lost business opportunities. The team tackled this by setting up **multiple broadband connections from different providers** to ensure seamless nationwide operations.
- **Lack of Skilled Professionals in Uttarakhand:** With **limited job opportunities in the region**, most professionals have migrated to metro cities. Hiring **local career counsellors, content specialists, and tech experts** proved difficult. Instead of waiting for a

solution, BoostMyTalent created one: they **trained and upskilled local talent while onboarding experienced professionals remotely.**

- **Building Trust with Colleges and Employers:** Many educational institutions and recruiters hesitated to engage with a startup based in Rishikesh.

Turning Challenges into Opportunities

Rather than waiting for partnerships to develop organically, BoostMyTalent created opportunities for engagement by inviting colleges, financial institutions, and recruiters to visit their office in Rishikesh. The company strategically coordinated these visits with partner holiday schedules, encouraging them to explore the scenic tri-city areas of Dehradun, Rishikesh, and Haridwar.

“At first, institutions were hesitant to engage with a startup outside metro cities. But when they visited us, it became more than just a business meeting-it was an experience. An evening walk along Marine Drive by the Holy Ganga, a deep discussion over coffee at a riverbank caf, or simply unwinding at a forest retreat with the echoes of Ganga Aarti and local musicians strumming familiar tunes-it was a much-needed escape from the city hustle. They realized that serious business and serene living can coexist,”– Shikha Mudgal (PhD), Vice President – Student Advisory & Training, BoostMyTalent.

This unique blend of business and culture helped BoostMyTalent foster strong, long-term alliances with colleges, financial institutions, and employers, proving that great businesses can thrive outside metro cities.

How BoostMyTalent is Changing the Future of Student Counseling

BoostMyTalent goes beyond conventional admission portals by offering **end-to-end student support** focusing on long-term

career outcomes rather than just college enrollment.

1. FREE Personalized Counseling & Unbiased College Comparisons

- One-on-one Career Counseling tailored to each student's aspirations.
- Genuine, data-driven comparisons of colleges and courses.
- Specialization selection guidance based on industry trends and employability.

2. Extensive Scholarship Assistance & Up to 50% Discount on Application Forms

- Expert help in identifying and applying for scholarships.
- Application fee discounts of up to 50%, making college admissions more affordable.
- Guidance on securing merit-based and need-based financial aid.

3. Comprehensive Education Loan Assistance

- Support in securing education loans from banks and NBFCs.
- Low-interest and student-friendly repayment options.
- Loan eligibility consultation and documentation assistance.

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4. Comprehensive GD/PI Preparation & Confidence Enhancement

- Mock interview and GD training with real-time feedback.

- Soft skills and confidence-building sessions for better performance.
- Industry insights to improve job readiness.

5. Guaranteed 100% Placement Assistance – Partnering Only with Proven Colleges

- Alliances only with institutions that offer multiple placement opportunities.
- Resume-building, networking, and corporate mentorship programs.
- Career support even after graduation, ensuring long-term success.

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6. Exclusive Career Counseling and Post-Admission Support

- Continued career guidance throughout the students academic journey.
- Internship support and networking with alumni and industry leaders.
- Leadership development, communication skills, and job readiness training.

BoostMyTalents Role in Reversing Brain Drain from Uttarakhand

Due to limited employment opportunities in Uttarakhand, many skilled professionals migrated to metro cities for better career prospects. BoostMyTalent is actively reversing this trend by creating local job opportunities in Rishikesh, enabling professionals to return home while maintaining strong career growth.

“Were proving that Uttarakhands professionals dont have to

leave home to build a successful career. By establishing a strong EdTech ecosystem in Rishikesh, we are creating job opportunities that rival metro cities while allowing people to live in an environment that fosters both professional and personal well-being,” said Mr. Sandesh Sharma.

A Vision for the Future

Every day, the BoostMyTalent team helps students across the country find the right colleges across various educational domains like Engineering, Management, Life Sciences, and Professional Courses-ensuring they receive genuine, career-focused guidance.

“We envision a future where no student is forced to take an expensive loan for a degree that won't benefit them, where education is about opportunities, not just institutions, and where the right guidance can change lives,” said Mr. Sandesh Sharma.

BoostMyTalent is setting an example of how world-class EdTech platforms can thrive outside metro cities, proving that passion, innovation, and commitment to solving real problems can outweigh the conveniences of an established startup ecosystem.

About BoostMyTalent

BoostMyTalent is India's first EdTech platform originating from Rishikesh, specializing in Career Counseling, transparent college selection, scholarship assistance, education loan guidance, and guaranteed placement support. The company partners exclusively with colleges that offer substantial placement opportunities and has helped thousands of students make informed, financially sound decisions about their higher education.

For more information, visit www.boostmytalent.com or call at +91- 9259169608.

