

## **Profile of Mr. Nitin Shah**

Nitin Shah is the CEO at ICHARS (Institute of Clinical Hypnosis and Related Sciences) besides this a Director at ICHARS Support Foundation, Founder of the MHP Initiative and a member of the Rotary Club of Seacoast, Mumbai.

He hails from the populous city of Indore, Madhya Pradesh where he completed his 12<sup>th</sup> and then moved to Mumbai. He completed his degree in Commerce and then parallelly pursued LLB and Company Secretaryship. It is during this phase of his studies that he developed a great interest towards science of the mind. In the year 2009, he completed his certification in Integrated Clinical Hypnotherapy.

With his practice of coaching for 12 years and training over 10 years. He assists psychologists and coaches become a successful advanced practitioner utilizing a unique approach that integrates concepts and techniques from Classical Psychology with Hypnosis, Neuro - Linguistic Programming, and more.

Nitin is someone who cares deeply about his clients. He will always go out of his way to understand an individual's needs. Being compassionate comes to him innately.

Prior to ICHARS, he was a trainer at California Hypnosis Institute of India for 3 years and moved to the bustling city of Mumbai in 2001.

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He founded ICHARS Support Foundation and in Dec 2021 celebrated its 3rd anniversary. The foundation focuses on (ICHARS Support Foundation) creating a holistic system that connects, supports, enables all the stakeholders in the mental health landscape (students, professionals, NGOs, Government bodies, general population)

ICHARS has also pioneered in creating approaches - Cognitive Hypnotic Coaching (CHC) and Cognitive Hypnotic Psychotherapy (CHP). Both are based on incorporating different schools of psychology and are latest in the field of mind sciences with the help of hypnosis. CHC is mainly garnered towards life coaches for mental wellbeing. CHP is towards psychologists who work with intense negative emotions and traumas. The above stated approaches utilize the proprietary Soft Sea Framework which is the brainchild of ICHARS.

For psychologists another innovative technique is the SVIT which focuses on helping clients accept and acknowledge their present problems whilst exploring their core issues.

Nitin is greatly interested in exploring the different approaches towards psychotherapy that attempt to achieve the same underlying objective using various routes with their integration

In his free time, he enjoys working on website development, content creation and exploring automation tools. Besides his love for innovation in his field, Nitin has mentored psychology students from top colleges like Jai Hind, Nationals in Mumbai as well as Manav Ratna University and MET in Delhi.

Nitin indulges in Dal Batti, Gatte Ki Sabji which is primarily from the well-known Marwari cuisine and not to forget some homemade sweets prepared with desi ghee. He has also recently launched the #VisitMHP initiative to spread the awareness about the importance of visiting a mental health practitioner even before reaching the stage of disorders.

Apart from being a psychologist and educator, Nitin is also the author of the book 'Destiny of Choice' which is a self-help guide based on events from his own true love story. On one hand, the book is a tale of romance and its tragic challenges and on the other hand, it is an incredibly powerful manual for living a happy life.

On weekends, you may catch him listening to some romantic Hindi songs or watching a classic Bollywood movie at a theatre.

Out of the many honours received by his company, ICHARS was recently awarded a Frontrunner Award in Health Tech by Go Global Awards.