

# **ACKNOWLEDGEMENT**

Happiness is not a destination, it's the journey one embarks upon. I am grateful for being a part of Jain (Deemed-to-be University). I would like to take this opportunity to thank our Director Dr.H.Muralidharan for being our constant support and guiding us through this journey. They say experience is the best teacher, but having a teacher like him was the best experience. I'm extremely grateful to the academic team of Jain CDEVL for introducing this subject as a part of our curriculum. It has helped us gain deep insights into the world of psychology and learning. We were able to better relate with the therapies and point of view of practising psychologists. It was a much needed exposure at this juncture.

I would like to appreciate Ms. Evangeline for encouraging us to complete our report and guiding us regardless of her busy schedule. Thank you Ma'am for being so patient and kind. You've added value to our learning process. I would also like to thank Mr. Shanu Nazar for being the best teacher and mentor we could've asked for. His experience and knowledge speaks bounds. His constant seek for knowledge and endless effort to help students become better individuals is remarkable.

I would like to thank Dr.Neha Ravichandran for giving me an opportunity to fulfil my field study on her firm – Athreyaa Wellness. It gives me immense pleasure to work with a special person who's been my inspiration. She was the first counsellor who counselled me during my tough times and helped me overcome my problems, with whom I could develop a very special bond. She was the reason why I decided to choose Psychology and help people just the way she does. She went out of her way to help me gain information and constantly supported me throughout. She was always available to answer my queries. I couldn't have done this without you Ma'am, thanks a ton.

Last but not the least I would like to thank my closest friends Athulya and Shalini for always listening to me, supporting me and encouraging me to do better. Thank you for always being the shoulder I could lean on whenever I needed it and for being a ray of sunshine on my cloudy days. Without you I would've never known what is learning with fun.

## **DECLARATION**

The report on Athreyaa Wellness is done as a partial fulfilment of the course MSc. Psychology Semester III. The ideation, design and execution of this report outline is solely done by me. All the pages are individually curated and designed in Photoshop Design software and later imported to Word document in JPEG format. This report is made for educational purpose only. It cannot be used for any other purpose without consent. Doing the same can lead to infringement. Information mentioned was collected through primary source and majorly sourced from the official website of Athreyaa Wellness.

Manasa R 21MSCD0131 3<sup>RD</sup> Semester MSc. Psychology

# INTRODUCTION

**Counselling Psychology** is a generalist health service (HSP) specialty in professional psychology that uses a broad range of culturally-informed and culturally-sensitive practices to help people improve their well-being, prevent and alleviate distress and maladjustment, resolve crises, and increase their ability to function better in their lives. It focuses specifically but not exclusively on normative life-span development, with a particular emphasis on prevention and education as well as amelioration, addressing individuals as well as the systems or contexts in which they function. It has particular expertise in work and career issues.

**Healing** is a positive, subjective, unpredictable process involving transformation to a new sense of wholeness, spiritual transcendence, and reinterpretation of life. Our bodies become lighter, our minds sharper, and our spirits lifted. When we undergo healing, we are more equipped to help others heal since we are going through the process. We can speak from places of love and light more fully instead of just places of trauma and despair.

**Mental wellness** is a positive state of mental health. It is more than the absence of mental illness. Being mentally well means that your mind is in order and functioning in your best interest. According to the World Health Organization, mental wellness is defined as "a state of well-being in which the individual realizes their own abilities, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to his or her community."

**Psychotherapy** is an approach for treating mental health issues by talking with a psychologist, psychiatrist or another mental health provider. It also is known as talk therapy, counselling, psychosocial therapy or, simply, therapy. Psychotherapy involves communication between patients and therapists that is intended to help people: Find relief from emotional distress, as in becoming less anxious, fearful or depressed. There are many forms of psychotherapy, but the two most popular forms are psychodynamic therapy and cognitive behavioural therapy.

# Reason for choosing Athreyaa Wellness

Athreyaa Wellness is an online counseling platform serving globally. It's an organization with a small knit team who are contributing their bit and making it a well-known one. The founder of Athreyaa Wellness Dr. Neha Ravichandran was my first counsellor with whom I could open up and form a bond as a counselee. She's been an inspiration and a person whom I look up to. Her social media presence be it content creation, educational advises, breaking myths to inspirational artworks or illustrations, she's carved her mark and gained love over the years. Athreyaa Wellness has a perfect blend of skill and passion that attracts positivity and love which has created an impact and touched lives of many people. I consider this opportunity as a deep rooted honour to be able to closely study the journey of Dr.Neha, her inspiration, her milestones and birth of Athreyaa Wellness. I desired to finish this field study with passion and do justice to the organization that I choose, I wanted to choose an organization whose ideas and energy matches mine. The only organization I could think of which could beat my expectations and stand at par was Athreyaa Wellness.



## Work and Passion

'Self-reliant, Confident, impressive – Be You'

We are in a fast-moving world, where people form impressions faster than a blink of an eye. One cannot ignore this and not face reality. The physical appearance created by god cannot be modified much, but the confidence, style that adds to our persona can definitely be worked upon. Athreyaa Wellness aims at supporting and making people more confident, positive, and self-reliant.

The image is not only about the appearance or the clothes one wears. It also includes body language, etiquette, conducting oneself in society with friends, peers, etc. At Athreyaa Wellness, they aim at improving the life-condition and life-style of Families, Children, Individuals – men and women. They work on change both inner and outer. Athreyaa Wellness aims at building confident, dynamic, and self-reliant individuals from all walks of life.

To enhance the quality of life, they offer many services. All the services are customized based on individual needs and wants.

# Few Services in Brief:

- Counselling on most life and social issues
- Lifestyle
- Emotional Empathy
- Mental Health
- Conversational Skills
- Building Confidence and self-esteem
- Image Makeovers
- Corporate and General Etiquette
- Body Language
- Team Building
- Conflict Management
- Transactional Analysis

# 60,000+

People trained across India Across various mediums

**5,000**+ Individual & Family Counselling



**58**Corporate Sessions conducted
Across India



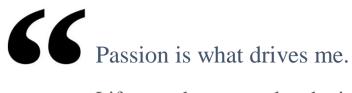


Over 15 Years of Experience



Pre-booking available





Life must have a goal and mine is to achieve and to create more value. It can be your plan to rest, to have a vacation, to achieve a degree or be successful at work etc. The driving force of our life is our desire to achieve something or do something.



# Dr. Neha Ravichandran Founder of Athreyaa Wellness

Having worked with more than 5000+ individuals, across the country and globe. Neha is known for her accurate evaluation and diagnosis of Individuals and the challenges they face.

Her patients and counselee are not only spread in India but across the globe, - US, UK, Australia, Germany, Italy, Singapore, Sri Lanka, Bangladesh, Dubai, Oman, Czechoslovakia, UAE, Bahrain.

She helps people work on self-acceptance and emotional regulation. Her ability to make individuals connect to themselves at a healthy level has been value creating for her patients and clients.

Trained more then 60,000 + people 5000 + individualcounselees and families. Driven by passion, she is very capable of connecting with people and bringing a change in their lives. She is a holistic therapist on family; youth and teen-related issues. With formal certifications in 2016, she has been a counsellor for 6 years now, with an overall experience of working with people of over 14 years. She has been focused on counselling people with varied emotional intelligence issues, relationships, anger, family, stress, depression, marriage etc. emotions; work; colleagues; social interaction; extramarital affair, abuse, social phobia; personality; insomnia, body-image; OCD; mood disorder; grief; divorce, PTSD and more. She has supported people from all walks of life be it, professionals; students; men/women going through various challenges in their social; personal or professional life.

Neha is driven by varied passions and has not limited her desire to explore and learn.. She decided to study further as it helped her explore new horizons along with managing her responsibilities. Starting her own practice in 2015, Athreyaa Wellness (refine mind and image) – had a holistic approach to work on people at different levels. She created her own brand and paved her own career path in 2015.

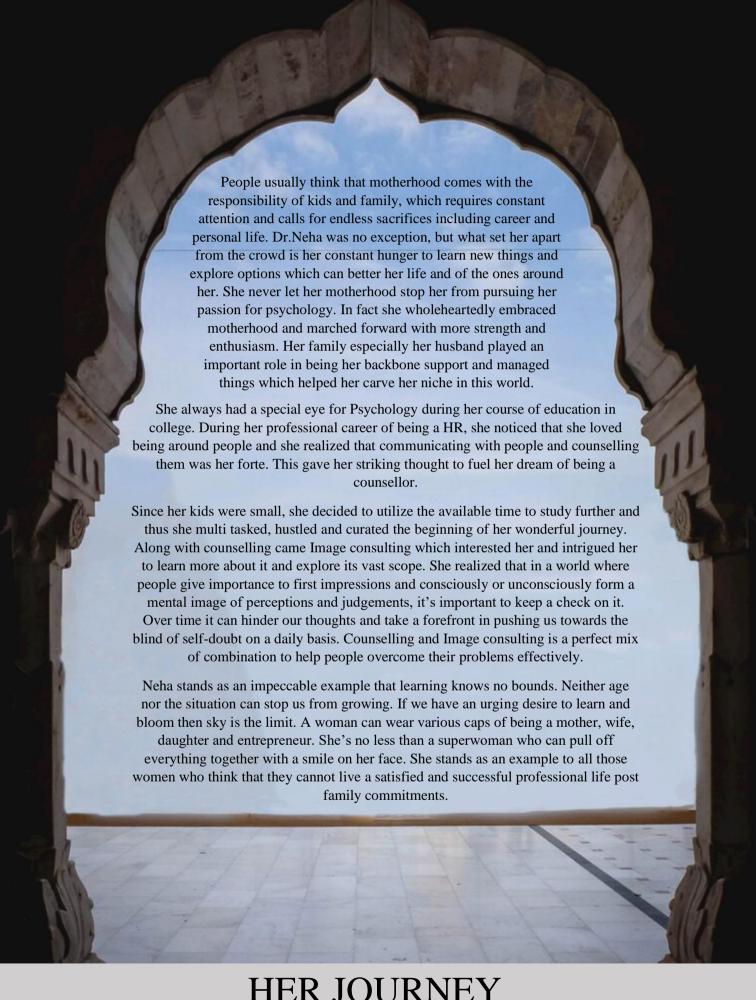
She hails from defense background, with very openminded parents, who always encouraged her to follow her passion. It also taught her coexistence with different cultures and respect diversity. A firm believer of healthy boundaries and assertiveness. Happily married and a mother to two pre-teens.

Her academic qualifications include – Masters in Psychology (IGNOU), MBA(Lucknow University), Post Graduate Diploma in Counselling Psychology (Banjara Academy) CBT; NLP; REBT; Clinical Disorders; Child Psychology; Vedic Psychology; Raga Psychology, Anger Management; Art Therapy; Graphology; Behaviour Counselling; Marriage Counselling; Color Therapy; -Asha The Hope, Image Consulting (ICBI)

She has grown, as a mentor for students of Diploma in counselling and Family Therapy at Asha the Hope. CCI, psychology India. Neha is an aspiring lifelong learner.

Her Specializations include:

Counseling Psychologist, Art Therapist, Color Therapy, Graphologist, CBT, Vedic Psychologist, Dream Analysis, NLP, Child Psychologist, Raga Therapy, REBT.



# HER JOURNEY

"Coming from a field where nature photography was a day to day activity, I never thought it will become my profession someday.

Neha Ravichandran who is also a very good friend of mine encouraged me to convert my passion into a profession. Her trust in my skills motivated me and that's how my journey as a portrait photographer started."

Nabaneeta



"I am Netra, learned makeup and hairstyle from Neha mam. I love Neha mam she teaches in very easy steps.

She gave me the opportunity to work with her in Saree Draping sessions. She has also helped me with Makeup service work."

Netra



"I being an UI Designer have done few digital graphics for her. Then I have also seen her amazing work closely. Hence I can say that she is exceptional in her work. With an eye for detailing and usage of high-quality products, she has created a mark for herself in her field."

Jharna,



"Hi, this is Surbhi. I am a Graphic designer, Fashion designer & an upcycling artist.

I make creatives for Athreyaa. I love illustrating and picturization content and thoughts, which makes it true to its essence. Athreyaa is a lovely place to work and be with."

Surbhi



"Hi I'm Resham Panth, a Freelance Web Designer and Developer.

I build websites that load fàst, look great and convert quick!

Neha is as good a person as she is a teacher! She is very downto-earth, always willing to help, and comes up with brilliant ideas you wouldn't even imagine!"

Resham

# They provide the following Services:

- People unable to cope with work stress and/or with an opportunity to improve selfesteem. Facing challenges in getting themselves accepted by others easily or make that first lasting impression.
- Individual counseling for people in a tough situation or suffering from Temporary Depression; Insomnia, Parent's and children's lifestyle, women going through abuse.
- Men and women going through abuse, personality type evaluation to understand oneself and others better. This helps in building a great team dynamics which will work well, even with different mindset and ideas. Teenage challenges, coping with Anxiety and fear, understanding one's Emotional Intelligence.
- Dr. Neha is especially equipped to handle groups or individuals, suffering from low self-esteem due to Physical Appearance, Body Language; Etiquette, etc. using her combined learning as a Counselor and an Image Consultant.
- Workshops for parents and children focusing on improving relations and quality of living and thinking.

# Who can avail the Service: They have something for everyone from every walk of life:

- Corporate Men / Women
- Children Students; Students in transition from School to College; Study to Job etc.
- Home Makers
- Young Men and Women seeking marriage proposals
- People seeking work or facing job interviews.
- Children / Youngsters/ Adults looking to cope with peer pressure.
- Teenagers and Young Adults.

INDIVIDUAL COUNSELING

- Specially curated for:
- Teenagers
- Parents
- Young Adults &
- Grown Adults

CORPORATE STRATEGIES

- Professionally designed coures
- Training for corporate requirements

## INDIVIDUAL SERVICES

# Counselling

They do different counselling techniques along with various personality type assessments – Social intelligence, Emotional stability, DAPR, CBT (Cognitive behavior Technique), PCTI (parent child interaction Therapy, Couple, pre marriage and Family Therapy)

They use therapies like Graphology, Art therapy, Vedic Psychology, Dream Analysis, NLP, CBT, Color Therapy, Raga therapy, REBT to help solution centric treatment. Each session is interactive and focused on assessing a finding solution for the client.

If the patient is facing a long-term emotional debasement, they check for disorders and psychosis with their team of experts. Early diagnosis will help in avoiding serious damage in our personal and professional life along with our nervous system.

They help in changing the attitude in clients to start taking ownership of their actions and internalizing the challenges clients face. They help client reduce their dependency on external factors in the environment as they may not be able to control them. Work on things, which they can control and are not dependent on others.

Focus on Body, mind and Spirit – to grow within

# **Image Consulting**

Image Management is about, accepting who we are, understanding ourselves better. They guide their clients on how to dress and express themselves through clothing; body language, etc. This is important since human memory is photographic and remembers what we see well than what we hear. Typically, we form impressions about people in 5 to 15 seconds of meeting them. Then our process begins to reinforce, what we have thought about it. Which may or may not be true. Their focus is to help their clients make great first impressions and follow them through.

# **Behavior Training**

Challenges of long term behavior disorder, or difficulty in breaking old habits, which may harm us more than heal or help. How to bring about change in ourself, with constant efforts and hard work.

**In case of Neurotic and Psychosis cases:** They work along with Clinical Psychologist and Psychiatrist. The diagnosis is based on clinical test. The more accepting and participative clients will be in the process. The faster we will be in the process to heal.

# **Key Therapies Include:**

- Vedic psychology (blend of Indian and western psychology)
- CBT
- REBT
- Mindfulness
- NLP
- Dream Analysis
- Art Therapy
- Color Therapy
- Graphology
- Logo therapy

- Narrative therapy
- Clinical test based on the session and evaluation
- Parent child interaction therapy
- Collaborative couple therapy.
- Acceptance and commitment therapy
- Grief therapy
- Anger Management

# CORPORATE SERVICES





# One on One Training

Under this format, we offer tailor-made solutions for every individual. These packages are customized to suit the needs of an entity based on its prerequisites.

From a CEO to an entry-level executive, every individual wants to appear credible and appropriate for the roles they play and the goals they would like to achieve. This is done not only with image consulting but counselling – which focuses on being more self-aware and function better.

We visit corporates on a by weekly model and employees connect with us to get their challenges addressed with utmost confidentiality and trust.

Counselling as a process cannot be done for masses. As we may miss the essence and details of the events. This profession, context is very important or else the information will be miss used.

# **Corporate Image Retainer**

A company can retain them and periodically utilize their services through sporadic workshops and ongoing follow up coaching.

As a retainer, they also impart random quality checks to maintain consistency in the standards of the employees for their visual appearance. In addition to these, solutions are provided on the brand image including stationary, dress code policy, etc.

This can be done to initiate culture building without impacting the personal growth planned for the employee. Their programs can function and blend in well post understanding the needs, wants and expectations.

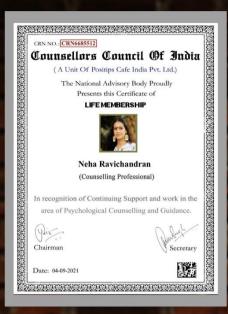
They work on: Win – Win model.





# WALL of FAME





















# Where do you stand?

1.People suffered from Covid directly or indirectly and are feeling emotionally

and mentally weak/ victimised.

2.Increase in responsibilities at work and home, leading to burn out and low

3.Loss of job and/or loss of interest in any social or personal interaction.

6. Uncomfortable when people try to come close during conversations.

7. Reduction in lifestyle or living standards, gone down.

8. Constantly feeling agitated with people and their negative mind set around.

9. Individuals, kids, young adults, senior citizen suffering from somatic issues like diabetes, heart, kidney, liver issues leading to psychosonatic aliments like hypochondriasis and anxiety further leading to insomnia, loss of appetite, overeating, gastric issues, constipation, palpitations and more.

10. People suppressing their emotions, developing Schizoid, schizotypal, dependent – avoidant personality disorder.



### EMOTIONS: ANGER/IRRITABILITY

11. Feeling judged or entitled
12. Disconnection with one's own thoughts and the ways of the world.
13. Mostly in a state of anger or rage due to other people's behaviour.
14. You may have become intolerant to sudden sounds or noise.
15. Constantly feel the need of sharing your opinion with people around; though it may not resonate to other people's way of life, situation or experiences.
16. Trying to create panic with no data supporting it by manipulating /

exaggerating facts.

17.Feeling others are violating the norms: being anxious and blaming others.
18.Constantly blaming others for all problems.
19.Use of Power to bully and control people around you.
20.Unable to disconnect from the telegram / whatsapp to focus on your work.
21.Developing Narcissistic, Histrionic, Anti-social and borderline, OCD personality disorders.

personality disorders.

22. Constantly showing anger to your loved ones and the fragile section of society eg: children

23. Bullying the weaker section eg Adult bullying kids.

24. Naming and shaming instead of peacefully resolving the issue.

25. Discouraging people who take initiatives and support community living.

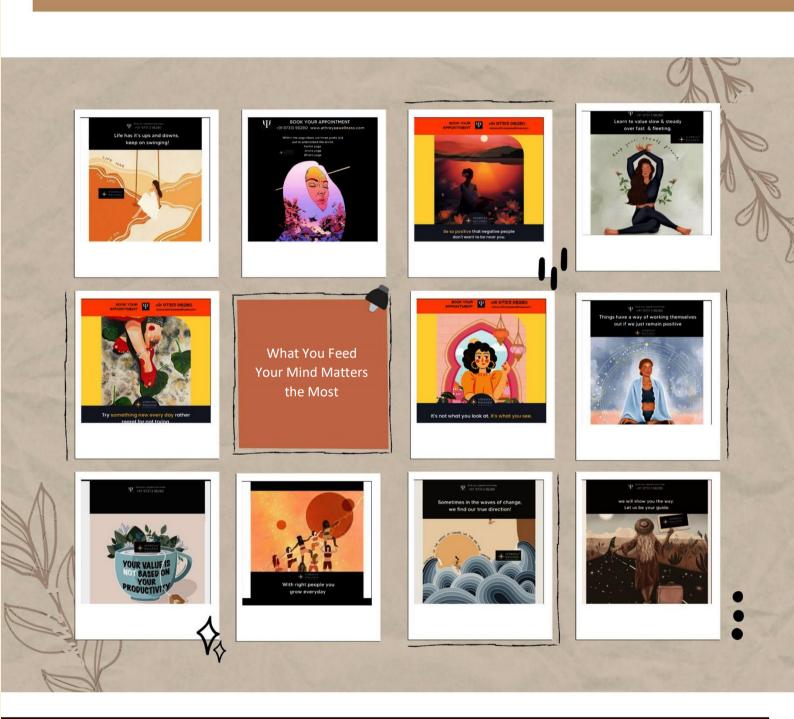
If you are able to connect with 5 or more concerns, its time you connect with a psychologist. They will help you realign your emotions and energy in a constructive manner. You cannot change the world , but definitely create a healthy world within.

# HOW TO FOCUS ON YOUR CONDUCT AND YOUR LIFE INSTEAD.



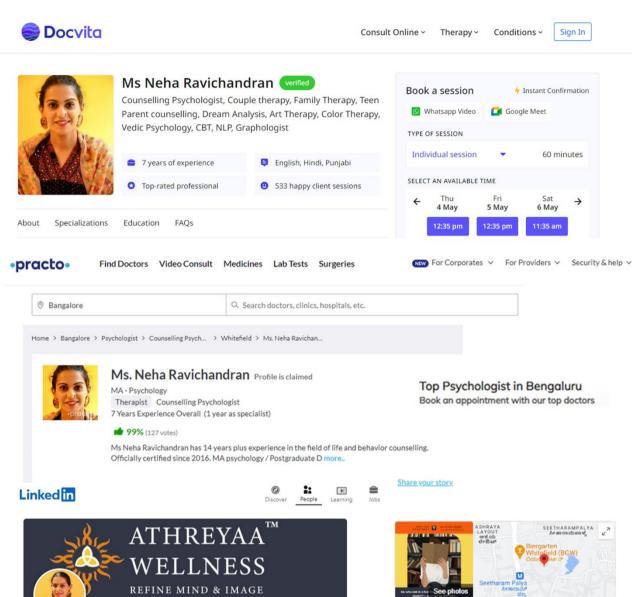
Failure is the it of my abilitie **MINDSET** 

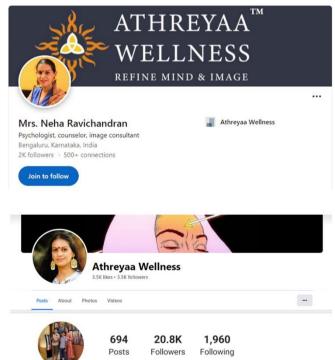
# FEW PEOPLE ARE ARTISTS, BUT FEW ARE ART THEMSELVES!

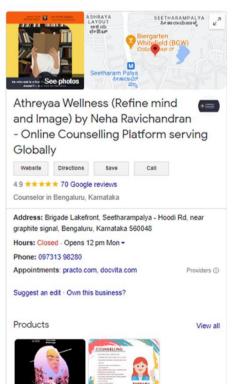


# NOTABLE ILLUSTRATIONS













Neha Ravichandran













# **Field Study Report**

Firstly, the field study was planned to be offline, but due to unavoidable reasons we had to switch to online meeting. The meeting started around 11:00 am on Zoom platform. We had an ice breaking session wherein we first introduced each other specifying passions, hobbies and interests. Later we had few activities which were 'Acronym Builder' & 'Rapid Fire'. Post which we discussed more about Athreyaa Wellness, her team, Professional goals, inspiration and so on. Followed by that we had a Q&A Session where we discussed generic topics say burnout, go to counsellor, mental self-talk etc. We ended the session by asking suggestions and recommendations.



## **ACTIVITY 1: ACRONYM BUILDER**

**Objective:** It forces us to think of words which we can co-relate with our personality that best suits us. It also helps us create a wholesome feeling when we add up the acronyms making us feel proud of who we are.

**Procedure:** Form words for each letter of our name i.e Acronyms which best represents us.

For instance: M – Multi faceted

A – Attitude

N – Navigator

A – Achiever

S – Social Butterfly

A – Artist

## **Result:**

N- Nice & Simple,

E- Elegant,

H- Humble,

**A**-Adorable.

**Reflection:** The activity forced us to think and reflect more about ourselves.

# **ACTIVITY 2: RAPID FIRE**

**Objective:** To know about our perspective and take on various topics. To understand our perception and understanding of topics which may have subjective opinions.

**Procedure:** When words are presented, we need to respond to it by telling the first thing that comes to our mind. Which is the reason why it is called rapid fire. Here there's no time to think, reflect and formulate answers. We need to be as quick as possible. The results will be noted.

### **Results:**

- Passion Life
- **Knowledge** Never ending cycle
- Love Life
- **Success** Temporary
- **Family** Foundation
- Precious treasure Family and learning
- Mental Health Very important, should be a part of school education
- **Fate** lies in our hands
- Neha Simple, private and reserved person
- Athreyaa Wellness Credit to family and hardwork

The words Passion, Knowledge, Love, Success, Family, Precious Treasure, Mental Health, Fate, Neha and Athreyaa Wellness were asked as questions to which the above mentioned words or statements were answers.

**Reflection:** This activity was extremely exciting. The statements were answered with grace. When a person answers a question, it is sometimes an eye opener, it leaves us wondering as to why we didn't think of a situation in this particular way. We took back a ton of learning and extreme gratitude filled heart.

# **DISCUSSIONS:**

# Who is Neha as a person apart from a counsellor?

She's a very simple person who likes to have close conversations with her closed ones. She's calm, composed and reserved. She isn't much outgoing and loves to spend time at home with her loved one. She wears a hat of a mother, wife, sister, friend and she loves doing her roles and she enjoys being herself no matter what the world says.

# The organization Athreyaa Wellness has a very unique name. What exactly does it mean? And what was the inspiration behind this?

Athreyaa means a Rishi who's down to Earth, who's well-read and kind. The credit for the name Athreyaa goes to her mother-in-law, who suggested the name as the name resonated with the work of Neha Ma'am. She always aimed to make people calmer, composed and relaxed which went well with the name.

## Are there any new members who've joined the team recently?

She doesn't have any current plans to expand her team. Her team works closely with her and handles most of the social media work and help her reach out to youngsters. She gets requests for training programs and internships, which requires paperwork and it will take time.

# What are your professional goals? Where do you see yourself in the next 5 years?

She has very simple goals. As long her counselling and therapies are touching people's lives and making an impact, she's happy doing what she is currently doing. If not counselling, then she would love to teach people life skills say respecting people, understanding each other, communication and many more

# You are my inspiration. I wanna know who was your inspiration?

Psychology was not her first profession, she's been a HR. She wanted to study psychology but couldn't. She did her MBA. Later after marriage she had two kids, she started learning. It wasn't easy for her. She went through post-partum depression for 3 years and she took help from psychologists, that's how she met Sridhar Sir from Banjara Academy who's been an inspiration, Dr.Asha has been her mentor and guru, she's been an inspiration. Rupali Ma'am who's a clinical psychologist from Balaji has also been an inspiration.

# Is it true that a counsellor once in a while needs another counsellor to counsel them and help them get through burnout?

It's true that we need mentors to get us through our tough times. We should never be ashamed to reach out and seek for help. It's good if one can sustain the situation, but burnout can't be handled alone, we need help. We should never hesitate to ask for help. Psychologists play a major role.

# As a client if you had to pick another counsellor whom you could go to counsellor be from the industry?

All of her mentors

What is your opinion on Self talk Ma'am? Communication is very important. To better our verbal communication, we have various tools & guides but I feel our mental self-talk is as important but nobody talks about it

There are a lot of information available on the internet which is readily accessible. But nobody values information or advices which is given freely. The available information will be very generic and may not relate to one's situation. Hence connecting individually with a person and having a mentor who can guide us how to channelize the information and work our way out is important.

# As counsellors how do we know which therapy works best for whom? How do we decide which therapy should be considered for a particular client?

We need to focus on the learning styles of Individuals. Few may be kinaesthetic learners, while few could be experiential learners. So picking up their learning style and then going forward would be the way. We cannot decide in one or two sessions, moreover the counselees should be honest and willing to accept the situation, many can't take it when they are shown mirror. Few may open up as they feel it to be a safe place, while few may cross question the counsellors if they walk the talk and practise what they preach. So we need to be prepared to face any client.