

Ayur Chikitsa - A Wellness/Holistic Centre: A Novel Initiative for Mental Health Care in India

Mental health is a crucial determinant of the overall well-being and quality of life of individuals and communities. However, in India, mental health is often neglected and stigmatized, leading to a huge treatment gap and a lack of access to affordable and quality care. According to the World Health Organization (2021), India has the highest prevalence of depression and anxiety disorders in the world, affecting more than 10% of the population. Moreover, the COVID-19 pandemic has exacerbated the mental health crisis, causing increased stress, isolation, and uncertainty among people [1].

To address this pressing issue, **Ayur Chikitsa**, a centre that provides comprehensive and personalized treatments by blending traditional and modern methods professional guidance to patients to deal with their psychological and physical ailments and services, such as counselling, psychotherapy, psychosocial interventions, and pharmacotherapy, for various mental health conditions, such as mood disorders, anxiety disorders, substance use disorders, eating disorders, personality disorders, etc have been launched. Each program is designed to harmonize your body, mind and spirit, resulting in lasting well-being. Their programs involve a single practitioner or a team that delivers both curative and mental wellness, ensuring all a unified and consistent message regarding their treatment and recovery journey.

The centre adopts a holistic and evidence-based approach to mental health care, taking into account the biological, psychological, social, and environmental factors that influence the mental health of individuals. The centre also offers various modalities of therapy, such as cognitive-behavioural therapy, mindfulness-based therapy, dialectical behaviour therapy, art therapy, music therapy, etc., to help clients cope with their emotions, enhance their resilience, and improve their functioning. The centre ensures a safe, comfortable, and confidential environment for clients to share their problems and find effective solutions. The Time spent at this unique jungle paradise will allow you to experience the authentic healing practices of ancient India, while relaxing in the lap of modern holistic luxury.

To reach out to more people and understand their needs, the centre is aiming to open more branches over the country, for which they are conducting a nation-wide survey that will assess the mental health status, challenges, expectations, and preferences of the respondents. The survey will also help the centre to identify the root causes and risk factors of mental health problems in India and design better prevention and intervention strategies. The survey is based on the data collected from 2017 to 2021, covering the whole of India. The purpose of the survey is to gather information on the many and ever-changing aspects of mental health in the nation and create more such centres for all. The survey uses a mixed-methods design, combining quantitative and qualitative data collection and analysis techniques, such as questionnaires, interviews and focus groups.

The survey will also serve as a valuable source of data and evidence for the centre to seek funding from potential investors and partners and expansion. The centre hopes to secure enough funds to expand its services, hire more staff, and open more branches across the country. The centre will use a business plan and a pitch deck to present its vision, mission, goals, objectives, strategies, operations, finances, and social impact to the prospective funders.

The centre believes that mental health is as important as physical health and that everyone deserves to live a happy and fulfilling life. By offering holistic and affordable mental health

services, the centre hopes to make a positive difference in the lives of many people and create a more compassionate and supportive society.

GENERIC QUESTIONS

- Come up with strategic business goals to be accomplished by the Holistic Wellness Centre
- Use cutting-edge analytics methods that can be applied to the gathered mental health data to get useful insights
- Implement data analysis and predictive modelling play in the centre's initiatives' entire Analytics Life Cycle

SPECIFIC QUESTIONS

- Come up with decisions about resource allocation, process optimization, or targeted marketing and be informed by insights derived from the centre's data.
- Derive KPIs ought to be monitored to assess the effectiveness of the centre's projects.
- Integrate analytics with the data to improve comprehension of mental health patterns.
- Evaluate the efficacy of various predictive models visually.

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