

Nitin Shah, a passionate and dedicated professional, serves as the CEO of ICHARS (Institute of Clinical Hypnosis and Related Sciences). In addition to this, he holds the position of Director at ICHARS Support Foundation, is the founder of the MHP Initiative, and is a member of the Rotary Club of Seacoast, Mumbai. Nitin has also completed his Master's in Counselling Psychology, further solidifying his expertise in the field.

Originally from the bustling city of Indore, Madhya Pradesh, Nitin moved to Mumbai after completing his 12th grade. While pursuing his degree in commerce, he simultaneously studied LLB and Company Secretaryship. It was during this time that he discovered his passion for the science of the mind. In 2009, he earned his certification in Integrated Clinical Hypnotherapy.

With over 12 years of coaching experience and 10 years of training, Nitin assists psychologists and coaches in becoming successful advanced practitioners. His unique approach integrates concepts and techniques from classical psychology with hypnosis, neuro-linguistic programming, and more.

Before establishing ICHARS, Nitin worked as a trainer at the California Hypnosis Institute of India for three years. He later founded ICHARS Support Foundation in 2018, which recently celebrated its third anniversary. The foundation aims to create a holistic system that connects, supports and enables all stakeholders within the mental health landscape, such as students, professionals, NGOs, government bodies, and the general population.

ICHARS boasts pioneering approaches like Cognitive Hypnotic Coaching (CHC) and Cognitive Hypnotic Psychotherapy (CHP). Both techniques incorporate different schools of psychology and harness the power of hypnosis. CHC targets life coaches for mental well-being, while CHP focuses on psychologists working with intense negative emotions and traumas. These innovative approaches utilise the proprietary Soft Sea Framework, a brainchild of ICHARS.

Nitin is deeply interested in exploring various approaches to psychotherapy, aiming to achieve the same underlying objective through diverse routes and integration. In his free time, he enjoys website development, content creation, and exploring automation tools.

A food enthusiast, Nitin savours Dal Batti and Gatte Ki Sabji from the renowned Marwari cuisine, as well as homemade sweets prepared with desi ghee. He recently launched the VisitMHP initiative, emphasising the

importance of visiting a mental health practitioner before reaching the stage of disorders.

Apart from his career as a psychologist and educator, Nitin is the author of 'Destiny of Choice,' a self-help guide based on his own true love story. The book serves as both a powerful manual for living a happy life and a tale of romance with its challenges. On weekends, you might find Nitin listening to romantic Hindi songs or watching a classic Bollywood movie at a theatre.