

PosiTips Counselling & Wellness Centre

PosiTips Counselling & Wellness Centre will offer a range of psychological, emotional, and wellness services with a focus on improving mental health, career development, parenting, and personal well-being. Backed by the **Counsellor Council of India (CCI)**, a trusted and growing name in the mental health and counseling industry, the centre will serve individuals, families, and organizations across the region, offering a client-centered, holistic approach to therapy and wellness. The Centre can:-

- Provides high-quality, professional counseling services in a comfortable, accessible setting.
- Serves individuals seeking assistance with mental health, career development, and family dynamics.
- Offers a comprehensive wellness approach integrating psychological counseling, career guidance, and personal development services.
- Expands the availability of affordable and professional psychological support to a wider community.

Market Opportunity:

- **Growing Demand for Counseling Services:** The mental health and counseling industry in India has witnessed significant growth due to increasing awareness of mental health issues, stress-related problems, and the need for career guidance. The demand for both traditional in-person counseling and online services is on the rise.
- **Changing Social Dynamics:** Cultural shifts and societal changes have led to an increasing number of individuals seeking professional help for issues like marital stress, parenting concerns, career-related challenges, and mental health support.
- **Government Support:** With mental health becoming a priority in the country, government policies and initiatives support the expansion of counseling services.

Services Offered:

1. Psychological Counseling and Therapy:

- Individual Therapy (e.g., anxiety, depression, trauma)
- Couples Therapy (e.g., marital counseling, relationship guidance)
- Family Counseling (e.g., parenting support, family therapy)
- Career Counseling (e.g., career guidance, professional development)

2. Psychometric Assessments:

- Personality Tests
- Career Aptitude and Interest Tests
- Behavioral Assessments

3. Wellness Programs:

- Stress Management Workshops
- Mindfulness and Meditation Classes
- Life Coaching and Personal Development Programs

4. Corporate Wellness Services:

- Employee Assistance Programs (EAP)
- Stress Management and Conflict Resolution Workshops for Corporates

Business Model:

The **PosiTips Counselling & Wellness Centre** operates under a **franchise model**, offering a unique business opportunity for aspiring entrepreneurs to run a counseling practice with the support of a trusted brand and comprehensive resources.

- **Business Type:** Franchisee model with a focus on holistic, multidimensional psychological services.
- **Target Audience:** Individuals, families, corporate clients, and educational institutions.
- **Revenue Streams:**
 - Direct counseling services (individual, couples, family)
 - Corporate wellness programs
 - Workshops and training
 - Psychometric testing and career assessments

Franchise Support:

As a franchisee of **PosiTips Counselling & Wellness Centre**, you will receive the following support:

1. Training and Mentorship:

- Initial 7-day training (in-person or via webinar) on counseling techniques, business operations, and client handling.
- Ongoing monthly workshops and advanced training sessions with subject experts.

2. Operations Support:

- **Operational Manual** with guidelines on running the center efficiently.
- Access to psychometric testing materials and professional documents.
- Support for setting up your office and offering online services.

3. Branding and Marketing:

- Use of the **PosiTips Counselling & Wellness Centre** and **Counselor Council of India (CCI)** brand.
- Marketing materials, promotional campaigns, and local advertising support.
- Dedicated website development and online promotion for your center.

4. Government Affiliation:

- **Empanelment/affiliation** with state and central government for validation and recognition of services.
- Compliance with all relevant local and national regulations.

5. Technology Integration:

- Access to the **Thrapistnearme** app and online counseling platforms for remote client sessions.
- Client review and feedback tools to ensure ongoing improvement in services.

Location and Setup:

- **Location Selection:** Ideal locations will be easily accessible to a diverse demographic, such as near educational institutions, residential areas, and business districts.
- **Facility Requirements:**
 - Comfortable and private consultation rooms for counseling.
 - Well-designed wellness spaces for group workshops, meditation, and stress management sessions.
 - A reception area with client support and administrative staff.

- **Staffing:**
 - Qualified psychologists, counselors, and therapists with various specializations (e.g., career counseling, mental health, marital therapy).
 - Administrative and support staff to manage day-to-day operations.
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Investment and Fees:

- **Initial Investment:**

The cost of setting up the centre, including furniture, interior design, equipment, and marketing materials, will not be covered under the **PosiTips Counselling & Wellness Centre** franchise package.

Annual Franchisees fee:- (INR Zero)

- **Membership Fee with CCI:**

Franchisees must obtain Institutional Membership with **Counsellor Council of India (CCI)** to ensure proper accreditation.

Annual Institutional Membership fee: INR 25,000.

- **Operational Costs:**

- Staff salaries, rent, utilities, and other operational expenses: To be borne by Franchisee holder
- Technology costs for software and app access: To be borne by Counsellor Council of India

Marketing and Growth Strategy:

1. Brand Recognition:

Leverage CCI's strong national presence and ongoing media exposure to attract clients to your center. Participate in national and regional wellness events to increase visibility.

2. Local Marketing Initiatives:

Launch targeted advertising campaigns through digital marketing, local print media, and community engagement events to drive traffic to the center.

3. Client Retention:

Provide personalized counseling and wellness plans, offer loyalty programs, and build lasting relationships with clients to ensure repeat business and referrals.

4. Expansion Plans:

After successful establishment, consider expanding services or opening new franchise locations in nearby regions or other parts of the city.

How to apply:

1. Complete the franchise application form and submit the Letter of Interest.
2. The CCI Board will Review and approve the proposal.
3. Set up an initial consultation to finalize the details and move forward with the franchise setup.

For more information, visit www.cci.org.in or contact us at +91 9424337163