

Corporate Video - Ganaa

Ganaa Explainer Video Script:

Section 1 - Introduction

Every journey to recovery begins with a single decision — the decision to heal.

At **Ganaa Rehabilitation and Wellness**, we understand the courage it takes to take that step.

As one of India's leading names in residential mental health and de-addiction rehabilitation, Ganaa blends world-class clinical care with the warmth of compassionate support, all within carefully curated, calming environments that promote lasting wellness.

For over a decade, we've guided individuals and families from crisis to clarity — helping them rebuild lives rooted in balance, dignity, and hope.

Here, healing isn't just about treatment.

It's about transformation — restoring connection, purpose, and inner peace.

Welcome to **Ganaa** — where recovery begins.

Visual Suggestions

- **Opening drone shot:** slow aerial pan of a Ganaa centre surrounded by greenery, bathed in morning light.
- **Cut to close-up:** hands clasped, hesitant but hopeful — symbolizing the first step toward help.
- **Montage:**
 - A counselor welcoming a new guest with a gentle smile.
 - Warm shots of therapy rooms, open courtyards, and calm common spaces.
 - Family members hugging or holding hands.
 - Therapist writing notes during a session.
- **Midway transition:** dissolve to calm visual of a diya or sunlight spilling into a room — tying back to the “healing and light” motif in Ganaa's philosophy.
- **Final shot:** wide frame of patients and staff during a morning activity, ending with the Ganaa logo.

Text Overlays / On-screen Copy

- “India’s leading residential rehabilitation network.”
- “Where science meets compassion.”
- “Guiding recovery. Restoring dignity. Rebuilding lives.”
- Fade-in logo: **GANAA | Rehabilitation & Wellness**

2. Section 2 - The Problem: Why Rehabilitation Matters

Mental health and addiction challenges are deeply personal — yet they touch millions of lives across India and the world.

In India alone, **one in every seven people** lives with a mental health condition. Rates of **addiction and substance use** have surged in the past decade — silently creating a second pandemic.

And yet, most never receive the care they need. Stigma, shame, and misinformation keep people from reaching out — until the problem feels too big to manage alone.

Families often turn to quick fixes or traditional healers, hoping for change. But without structured, clinical care, conditions only worsen — eroding health, relationships, and hope itself.

That’s why **rehabilitation matters**.

Because recovery isn’t just about stopping a behavior — it’s about rebuilding a life from the ground up.

At Ganaa, we provide the structure, support, and compassion that make real change possible in all aspects of life — guiding individuals toward stability through **routine, therapy, healthy living, and renewed connection**.

Rehabilitation is not the end of freedom — it’s the beginning of finding it again.

Provide stats - mental health pandemic - refer to dr. rohit reel on insta

What all rehab covers - lifestyle, diet, addiction, discipline, change of environment

Addressing stigma - make it normal

Common man bytes

Visual Suggestions

Opening sequence:

- A collage of real-life moments — someone sitting quietly, scrolling endlessly on their phone, drinking alone, a family member looking worried.
- Subtle motion graphics overlay with stats (fade in):
 - “1 in 8 Indians experience a mental health condition.”
 - “Less than 25% receive adequate treatment.”
 - “Addiction rates have risen sharply post-pandemic.”

Transition:

- Fade to interviews or “common man bytes”: short clips of people saying:
 - “We didn’t know where to go for help.”
 - “We thought he’d get better on his own.”
 - “We were scared of what others would think.”

Middle:

- Contrast visuals:
 - “Before” — chaotic home scenes, late nights, isolation.
 - “After” — structured daily life at Ganaa: morning yoga, meals, group therapy.
 - Footage of nutrition sessions, exercise, journaling, art, or group discussions — showing how rehab addresses the *whole person*: mind, body, and environment.

Closing:

- Calm visual of light filtering through trees, or a counselor walking beside a patient outdoors.
- Overlay text:
 - “Rehabilitation restores structure, safety, and self.”
 - “At Ganaa, recovery begins with compassion.”

Text Overlays / On-screen Copy

- “1 in 8 Indians lives with a mental health condition.”
- “Addiction and anxiety are rising — but recovery is possible.”
- “Structure. Support. Compassion.”
- “That’s what Ganaa provides.”

Section 3 - Who We Are

The name *Ganaa* comes from the Hindi word for “community” — inspired by the divine attendants of Lord Shiva, who guide seekers toward light.

Guided by this spirit, Ganaa was founded in 2012 to bring world-class mental health and addiction rehabilitation to India — built on three timeless values: **compassionate care, commitment to excellence, and creating calm environments** for healing.

Here, recovery isn’t just a program — it’s a shared human journey.

Behind every story of healing stands a team we call *the Humans of Ganaa* — Our multidisciplinary team of psychiatrists, psychologists, therapists, and caregivers works together to ensure that each individual receives personalized care that’s professional, and deeply human.

“Every person who walks in here is fighting their own silent battle. My job isn’t just about treatment — it’s about helping them believe that recovery is possible.”

“At Ganaa, we don’t see patients, we see people — each with a story, a family, and a reason to heal.”

“The most rewarding part of my work is watching someone go from hopelessness to a new lease on life — and knowing that we helped them get there.”

[Insert visual of core team/doctors and team here]

From our medical experts and operations staff to our wellness facilitators, every member of Ganaa is united by one purpose — to help people heal with dignity and rediscover themselves.

“Therapy here isn’t about fixing someone — it’s about walking with them until they find their balance again.”

“We try to create a space where people can finally breathe — where they’re not judged, just understood.”

“Healing begins the moment someone realizes they’re safe to speak freely, and without judgement. That’s what we try to build here every day.”

For us, this isn’t just work. It’s a calling.

Our team: Humans of Ganaa

Our story

Main doctors, core team - and some coverage of medical and operations team - highlight credentials, skill, and compassion.

Ganaa culture - bytes from core team and docs

Employee testimonials

Visual Suggestions:

- Opening: Gentle animation of the word “Ganaa,” glowing softly, transitioning to serene visuals of the center.
 - Symbolic shot: diya or light motif subtly linking to “guides toward light.”
 - Montage:
 - Core founders and doctors at work — e.g., Dr. Rohit Garg in consultation, team meetings, therapists facilitating sessions.
 - Cutaways of operations staff greeting families, nurses, and support staff — “faces of care.”
 - Employee testimonials: short clips (5–6 seconds each) — “At Ganaa, we work like a family.” “Seeing patients recover gives us purpose.”
 - Group photo moment: team smiling, candid laughter.
 - Transition to calm b-roll of interactions with patients (no faces, respectful distance).
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Text Overlays:

- “Founded in 2012 — Guided by Compassion, Excellence, and Calm.”
- “A community of healers and helpers.”
- “The Humans of Ganaa.”
- “Recovery begins with care that’s human at heart.”

Section 4 - What We Treat

At Ganaa, healing is never one-dimensional — because neither are the people we care for. We provide comprehensive, compassionate treatment for a wide spectrum of mental health challenges — from **addiction** to **psychiatric, behavioral, and neurodevelopmental disorders**.

Our approach begins with understanding — not just symptoms, but stories. Each treatment plan is **personalized**, evidence-based, and designed to nurture every layer of well-being: the mind, body, and spirit.

We help individuals break free from **substance and behavioral addictions** — including alcohol, drugs, gambling, screens, and tobacco — through a structured blend of **medical detoxification, psychotherapy, group support, and relapse prevention**.

For those living with **psychiatric conditions** such as **schizophrenia, bipolar disorder, depression, anxiety, OCD, or personality disorders**, our team of psychiatrists, psychologists, and therapists work hand in hand to stabilize, support, and empower.

We also specialize in **neurodevelopmental and behavioral conditions** — from **ADHD** to **autism spectrum disorders** — helping children, adolescents, and adults enhance focus, self-regulation, and emotional connection.

And when **addiction and mental illness** coexist — what we call a **dual diagnosis** — our **integrated care model** ensures every aspect of recovery is addressed under one roof. Because healing the mind without supporting the body — or vice versa — is only half the journey.

At Ganaa, recovery means more than overcoming illness. It means rediscovering balance, purpose, and the confidence to live fully again.

Visual Suggestions:

- **Opening:** A montage of different individuals — a young man in therapy, an older person in meditation, a child engaging in a creative task.
- **Addiction segment:** Subtle visuals of transformation — hands setting down a glass, someone closing a laptop, a person choosing a morning walk instead.
- **Psychiatric segment:** Therapist talking to a patient in a calm room; close-up of journal writing, medication support, group discussion.
- **Neurodevelopmental segment:** A therapist gently guiding a child in a sensory activity; an adult with ADHD focused on mindfulness or art.
- **Dual diagnosis:** Overlay of interconnected visuals — one showing therapy, another showing medical monitoring — merging seamlessly.
- **Closing:** Group therapy circle in soft natural light, ending with the Ganaa campus exterior and tagline:
“Recovery begins here — with compassion, connection, and care.”

Text Overlays:

- “Comprehensive care for every mind, every stage.”
- “Addictions • Psychiatric Disorders • Behavioral & Developmental Conditions.”
- “Dual Diagnosis Expertise — Integrated Healing Under One Roof.”

Section 5 - How We Treat

Healing at Ganaa is never one-size-fits-all — it’s deeply personalized.

Our expert team of psychiatrists, psychologists, and holistic therapists addresses every aspect of patients’ healing journey by combining ancient wisdom with modern science. We tailor treatments to patients’ unique needs, focusing on long-lasting, sustainable results.

Our evidence-based therapies include Cognitive Behavioral Therapy (CBT), Dialectical Behavior Therapy (DBT), Motivational Interviewing, and trauma-focused approaches.

Alongside this, we integrate mindfulness practices like yoga and meditation, and creative therapies like art, dance, and sound healing — to help restore emotional balance and self-awareness.

Family plays a central role at Ganaa. We involve loved ones in counseling and psychoeducation sessions to create supportive environments at home.

Medical supervision, detox support, and structured therapy schedules ensure safety and consistency — while daily routines bring back rhythm and stability to life.

Section 6 - 12 Step Integration

At Ganaa, we believe recovery is not a solo journey — it's a shared path. That's why we integrate the **12-Step philosophy** into our treatment programs, creating a structured framework for long-term healing, self-awareness, and accountability.

Adapted from globally recognized recovery programs like Alcoholics Anonymous (AA) and Narcotics Anonymous (NA), the 12-Step model offers more than abstinence — it offers belonging, discipline, and a spiritual foundation for change.

Through guided step work, peer support, and group sessions, individuals learn to:

- Acknowledge their challenges without shame.
- Build honesty, acceptance, and emotional strength.
- Reconnect with values, purpose, and community.

These sessions are facilitated by trained addiction counselors and peers who've walked the same road — making recovery both relatable and within reach.

Our 12-Step meetings, gratitude sessions, and evening reflections give structure to every day, helping individuals replace old patterns with new meaning.

Through **family participation in Al-Anon and 12-Step Family Meetings**, loved ones learn how to heal, set boundaries, and support recovery with compassion rather than control.

The 12-Step journey isn't just about giving up addiction — it's about gaining a way of life built on humility, healing, and hope.

Suggested Visuals:

- Group therapy circles with calm, warm lighting — showing attentiveness and reflection.
- 12-Step books, journals, gratitude lists, or candles to symbolize introspection.
- Peer facilitators and counselors in discussion (faces partially blurred for privacy).

- Family counseling moments — showing support and relief.
- Transition shots of dawn light or open hands — symbolizing surrender and renewal.

Text Overlays (minimal, calm typography):

- “Healing through honesty. Growth through community.”
- “12 Steps to strength, stability, and peace.”
- “At Ganaa, connection is recovery.”

Services page

Section 7 – Family Involvement: Healing Together

At Ganaa, we believe that recovery is not an individual process. It’s a complete transformation of dynamics within the family.

Behind every person struggling with addiction or mental illness, there’s a family that’s been silently struggling too.

That’s why we consider family involvement to be one of the most crucial pillars of what we do.

We work closely with families to rebuild understanding, restore trust, and teach the skills needed to create a supportive environment at home.

Through **family counseling, psychoeducation sessions, and workshops**, our clinical team helps loved ones understand the nature of mental health and addiction, set healthy boundaries without guilt, and learn how to support recovery while maintaining their own well-being.

We also encourage families to participate in **12-Step Family Meetings and AI-Anon programs**, where they connect with others walking similar paths.

These shared experiences help replace fear with empathy, frustration with clarity, and helplessness with hope.

When love is guided by understanding, it becomes one of the most powerful tools for change. Recovery doesn’t just rebuild lives — it rebuilds relationships. At Ganaa, we help families find each other again.

Suggested Visuals:

- Family members arriving at the facility, greeted warmly by staff.

- Counseling sessions — shown gently, focusing on expressions of listening, empathy, and relief.
- Group workshops — families writing, learning, sharing experiences.
- Soft transitions: a parent holding their child's hand, a shared smile, family dining together at Ganaa.
- Ending visuals: sunlight filtering through trees, symbolizing renewal and reconnection.

Text Overlays:

- “Recovery grows stronger when families heal together.”
- “Understanding. Boundaries. Connection.”
- “At Ganaa, healing is a shared journey.”

Section 8 - Facilities and Environment

Each Ganaa centre is a sanctuary of healing and balance, where modern clinical facilities meet the warmth of home.

Here, structure meets serenity — offering comfort, dignity, and peace of mind at every step.

From **well-appointed rooms** and **nourishing gourmet meals**, to **open green spaces**, **fitness zones**, and **quiet corners for reflection** — everything is created to restore calm and inspire healing.

Our spaces encourage guests to move, express, rest, and reconnect — with themselves and with life.

Because recovery is not only about what happens in therapy — it's also about where it happens. And at Ganaa, the environment itself becomes part of the healing process.

Suggested Visuals:

- Wide aerial drone shots of Ganaa facilities — showing open lawns, sunlight, and pathways.
- Inside view: serene reception, lounge spaces, therapy rooms, dining area.

- Close-ups of natural details — sunlight through windows, plants, books, art on the walls.
- Guests walking, journaling, or practicing yoga outdoors.
- Staff interacting warmly, helping with activities.
- Evening shot — lamps or lights glowing softly, symbolizing comfort and peace.

Text Overlays:

- “Healing thrives in calm, connected spaces.”
- “Designed for dignity, comfort, and care.”
- “At Ganaa, every space is built to heal.”

Section 9 - What to Expect

Every journey at Ganaa begins with a single step — reaching out.

From your very first call, our care team listens with compassion, confidentiality, and understanding.

Step 1: Consultation & Assessment

Your journey begins with an in-depth consultation, where we understand your story, your symptoms, and your goals for recovery.

Our clinical team conducts psychological assessments, medical evaluations, and family discussions, ensuring we build the right plan, together.

Step 2: Personalized Treatment Plan

No two journeys are the same.

Your treatment plan is tailored to your unique needs — blending therapy, psychiatry, and holistic interventions such as yoga, mindfulness, creative expression, and neurofeedback.

Step 3: Structured Daily Schedule

Days at Ganaa follow a balanced routine designed to keep you engaged.

Therapy sessions, mindfulness practices like yoga, meditation, and sound healing, community meetings, and time for rest work together to build focus, clarity, and stability.

Step 4: Family Counseling & Progress Tracking

Healing is a shared process.

Our family sessions help loved ones understand, support, and grow alongside the individual in recovery.

Through ongoing evaluations, progress is tracked, goals are updated, and care evolves as healing deepens.

Step 5: Discharge Planning & Aftercare

Before discharge, we prepare each guest for life beyond Ganaa with personalized aftercare programs, relapse prevention plans, and regular follow-ups.

Because true recovery doesn't end at discharge — it continues every day, with the right support and structure.

At Ganaa, we walk beside you — from the first call to the first step into a new life.

FAQs

Suggested Visuals:

- **Opening Scene:**
 - Close-up of a phone ringing → soft focus of a counselor answering with a smile.
 - Caption overlay: “It starts with a single call.”
- **Consultation & Assessment:**
 - Warm shots of a clinical discussion — psychiatrist with patient and family, assessment sheets, gentle eye contact.
 - Symbolic cutaways — notes being written, heartbeat monitor, hands holding a pen over a notepad.
- **Personalized Treatment Plan:**
 - Doctors and therapists in a roundtable meeting, reviewing files.
 - Cut to: yoga class, art therapy, group discussions, laughter at lunch tables.
- **Structured Daily Schedule:**

- Sunrise time-lapse → morning yoga → therapy → outdoor walks → evening reflection circle.
- Visual rhythm reflecting balance and flow.
- **Family Counseling & Progress Tracking:**
 - Family therapy session: warm lighting, empathetic body language.
 - Visual overlay: families smiling, subtle hugging moments, counselor providing reassurance.
- **Discharge & Aftercare:**
 - A symbolic shot: someone walking out into sunlight, suitcase in hand, staff waving.
 - Transition to: video call check-in or support group circle.
- **Closing Scene:**
 - Montage: moments of connection — a patient journaling, a family laughing, nature, the Ganaa logo.

Text Overlays:

- “Every journey begins with one call.”
- “Personalized care, designed for you.”
- “Healing grows through structure, connection, and support.”
- “From consultation to aftercare — Ganaa walks with you.”
- “Recovery doesn’t end here. It evolves.”

Section 10 - Success Stories

Behind every recovery at Ganaa is a story — of courage, hope, and transformation. Each person who comes through our doors carries their own struggle, their own pain — and, ultimately, their own light.

From individuals breaking free from addiction, to families rediscovering connection, to doctors who entrust their patients to us — every success story strengthens our belief that recovery is possible for everyone.

[Pause, then softly transition]

Patient Testimonials

“I had lost myself completely... I didn’t think I could ever feel normal again. But here, I found people who didn’t just treat me — they understood me.”

“When I came to Ganaa, I wasn’t looking for rehab. I was looking for peace. The team here gave me that — one day, one step at a time.”

“My family says they got their son back. But truthfully, I think I found myself here.”

Each story is a reminder — that healing begins the moment someone believes in you.

Referring Doctor Testimonials

“As a psychiatrist, I’ve referred patients to many centers. But what sets Ganaa apart is the quality of clinical insight combined with genuine compassion.”

“The team here doesn’t just manage symptoms — they build lives. I’ve seen patients return not just healthier, but stronger, clearer, and full of purpose.”

“When I refer someone to Ganaa, I know they’ll be treated with dignity — and that’s rare.”

Together, these voices tell one story — that with the right care, no recovery is out of reach.

Closing Voiceover:

At Ganaa, every recovered life is a light — one that guides another toward hope.

Patient and referring doctor testimonials

Suggested Visuals:

- **Opening Montage:**
 - Faces of diverse people — a student, a working professional, an older parent — each looking directly into camera.
 - Soft ambient light, authentic expressions (hopeful, grounded).

- Text overlay: *“Behind every recovery is a story of courage.”*
- **Patient Testimonials:**
 - Close-ups of real patients (anonymized or silhouetted for privacy) speaking to camera.
 - Overlay cutaways:
 - Group therapy circles
 - Someone journaling or meditating
 - Family hugs
 - Smiles during art/music sessions
 - Text overlay: *“I found myself here.’ – A former guest”*
- **Referring Doctors:**
 - Shots of doctors in clinics or consultation rooms, speaking calmly to camera.
 - Cutaways:
 - Doctors shaking hands with Ganaa staff
 - Reviewing charts, discussing cases, walking through the facility.
 - Text overlay: *“They don’t just heal. They rebuild lives.’ – Referring Psychiatrist”*
- **Closing Visuals:**
 - Montage of community — group walks, laughter, shared meals, nature.
 - Final wide shot: the Ganaa facility at sunrise.
 - Text overlay: *“With the right care, no recovery is out of reach.”*

Text Overlays:

- “Every recovery begins with courage.”

- “Healing begins the moment someone believes in you.”
- “Where care meets compassion.”
- “With the right support, no recovery is out of reach.”
- “Ganaa — where hope becomes healing.”

Section 11 - Why Choose Ganaa

“When it comes to choosing a place for recovery, trust matters most. At Ganaa, families choose us because we offer more than just treatment — we offer transformation.”

[Experience and reliability]

“For over a decade, Ganaa has been a name families across India rely on — a place where experience meets empathy, and science meets soul. Since 2012, we’ve guided thousands of individuals toward recovery and renewal.”

[Exceptional care rooted in compassion]

“Our team of psychiatrists, psychologists, and therapists approach every case with deep understanding — providing care that’s not just clinical, but compassionate.”

[Holistic and personalized healing]

“Our personalized programs recognize that each individual’s journey is different — blending evidence-based psychiatry with holistic therapies like yoga, mindfulness, art, and movement.”

[Family engagement]

“We actively involve families through counseling, workshops, and education, because healing doesn’t happen in isolation. Because when families heal together, recovery lasts longer.”

[Healing in nature]

“Each Ganaa centre is designed as a sanctuary — surrounded by nature, filled with light, and grounded in calm. Our environments are created to nurture peace, reflection, and hope.”

[AA/NA integration]

“We integrate global best practices like AA and NA programs — offering patients community, structure, and lifelong support networks.”

[Post-care and continuity]

“Recovery doesn’t end at discharge. Our aftercare plans, follow-ups, and online therapy ensure that every person who leaves Ganaa continues to feel supported, no matter where they are.”

[Accessibility and tiered pricing]

“Because mental healthcare should be available to all, we offer tiered pricing and diverse care models — ensuring quality, dignity, and accessibility for every family.”

“At Ganaa, we don’t just help people recover — we help them rediscover themselves. That’s why families choose us. That’s why healing begins here.”

Visual Suggestions

1. Opening (Trust + Legacy)

- Slow-motion aerial shot of a Ganaa centre surrounded by greenery.
- Overlay text: “Trusted by families across India since 2012.”
- Gentle instrumental background music builds.

2. Experience & Reliability

- Montage of doctors consulting, staff greeting families, patients arriving.
- Cut to a smiling doctor in conversation (soft lighting).

3. Compassionate Care

- Therapist holding a conversation, nodding warmly.
- Close-up of counselor journaling progress notes.
- Overlay text: “Exceptional care, rooted in compassion.”

4. Holistic & Personalized Healing

- Footage of yoga sessions, mindfulness circles, art therapy, music rooms.
- Patients painting or meditating outdoors.
- Overlay text: “Healing the mind, body, and spirit.”

5. Family Engagement

- Family counseling session (respectful camera distance).
- Smiling parents during a family meeting.
- Overlay text: “Families heal together.”

6. Healing in Nature

- Wide shots of gardens, natural light through windows, birds, open courtyards.
- Patients walking outdoors or tending plants.
- Overlay text: “Calm environments, natural healing.”

7. AA/NA Integration

- Group therapy circle with facilitator leading session.
- Symbolic shot of hands joining in solidarity.
- Overlay text: “Connection. Community. Continuity.”

8. Post-Care & Accessibility

- Shots of a patient on a video call with counselor.
- A family walking out of the centre, smiling, with staff waving goodbye.
- Overlay text: “Support that continues beyond recovery.”

9. Tiered Pricing

- Text overlay only, on calm visual background (e.g., sunrise over facility):
“Accessible, ethical, and dignified care for every family.”

10. Closing Sequence

- Fade-in Ganaa logo and tagline:
“Ganaa Rehabilitation & Wellness — Where Healing Begins.”
- Final shot: hands lighting a diya or sunlight streaming through trees.

Text Overlays Summary

- “Trusted by families across India since 2012”
- “Exceptional care, rooted in compassion”
- “Holistic and personalized healing”
- “Families heal together”
- “Calm environments, natural healing”

- “Connection. Community. Continuity.”
- “Support that continues beyond recovery”
- “Accessible, ethical, and dignified care for every family”
- “Ganaa Rehabilitation & Wellness — Where Healing Begins”

Why us deck on homepage

Section 12 - CTA

If you or someone you love is struggling — remember, recovery begins with reaching out. You are not alone. Help is just a call away. Call or WhatsApp us at +91 87500 75006, or visit Ganaa.in to schedule a consultation.

At Ganaa, we believe in healing, dignity, and hope — helping every individual take that first, courageous step toward a brighter tomorrow.

Ganaa Rehabilitation & Wellness — Healing Minds with Heart.

Visual Suggestions

1. Opening (Empathy + Reassurance)

- Fade in from black to a calm, sunrise scene — soft light filtering through trees.
- A therapist gently placing a reassuring hand on a patient’s shoulder (side angle).
- Overlay text: “Recovery begins with reaching out.”

2. Real Connection

- A montage of small human moments:
 - A phone being answered by a smiling care coordinator.
 - A WhatsApp message popping up that says “Hi, I need help.”

- A staff member on a video consultation with a patient.
- Overlay text: “You are not alone.”

3. Invitation to Reach Out (Actionable CTA)

- Visual: Calm interior of the Ganaa reception desk — staff greeting a family.
- Screen transition to the Ganaa website on a phone or laptop (ganaa.in).
- Overlay text:
 - “📞 Call or WhatsApp +91 87500 75006”
 - “🌐 Visit Ganaa.in to schedule a consultation”

4. The Promise of Healing

- Visuals of life post-recovery:
 - A patient painting, smiling, walking in a garden, or reading in sunlight.
 - A family reunited and sharing a quiet hug.
- Overlay text: “Healing. Dignity. Hope.”

5. Closing Sequence (Brand Moment)

- Fade to Ganaa’s logo on a soft golden or beige background.
- Tagline appears below the logo:
“Ganaa Rehabilitation & Wellness — Healing Minds with Heart.”
- Final shot: Wide landscape of Ganaa’s campus bathed in evening light.

Text Overlays Summary

1. “Recovery begins with reaching out.”
2. “You are not alone.”
3. “Call or WhatsApp +91 87500 75006”
4. “Visit Ganaa.in to schedule a consultation”
5. “Healing. Dignity. Hope.”
6. “Ganaa Rehabilitation & Wellness — Healing Minds with Heart.”

Meta Optimised

META-OPTIMIZED FULL VIDEO SCRIPT

Ganaa Rehabilitation & Wellness

(Narrative content preserved — copy optimized for performance, clarity, and scannability.)

OPENING — HOOK (0:00–0:05)

VO:

Every recovery begins with one decision — the decision to seek help.

On-screen Overlays (choose 1–2):

“Recovery starts with one step.”

“India’s trusted residential rehabilitation network.”

Visual:

Drone shot of the Ganaa campus, morning light.

SECTION 1 — WHO WE ARE (0:05–0:20)

VO:

At Ganaa Rehabilitation and Wellness, we help individuals and families navigate mental health and addiction with clinical expertise and compassionate support. For over a decade, we’ve been a safe, structured, and trusted space for recovery.

Overlays:

“Clinical Care. Human Connection.”

“Trusted by families across India since 2012.”

Visuals:

Warm welcomes, serene interiors, gentle interactions, counselors greeting guests.

SECTION 2 — THE PROBLEM (0:20–0:40)

VO:

Mental health and addiction affect millions — yet most never reach out.
Stigma delays treatment. Isolation makes things worse.
And without structured care, conditions escalate beyond what families can manage alone.

Overlays:

“1 in 8 Indians experiences a mental health condition.”

“Less than 25% receive adequate care.”

“Addiction and anxiety are rising — recovery is possible.”

Visuals:

Real-life struggle moments → scrolling endlessly, drinking alone, family worry.

SECTION 3 — WHY REHAB MATTERS (0:40–0:55)**VO:**

Rehabilitation restores what chaos takes away — structure, safety, routine, and emotional stability.

It's not about restriction. It's about rebuilding the mind, body, and relationships.

Overlays:

“Structure. Support. Stability.”

“Rehab is not the end of freedom — it's the beginning.”

Visuals:

Before/after lifestyle contrasts → structured morning, yoga, meals, therapy.

SECTION 4 — WHO WE ARE (TEAM) (0:55–1:20)**VO:**

Ganaa comes from the Hindi word for community — and at the heart of this community is our team.

Psychiatrists, psychologists, therapists, caregivers — the Humans of Ganaa.

Every person who walks in carries a silent battle. Our job is to walk beside them until healing becomes possible.

Overlays:

“Expert Care. Human Support.”

“The Humans of Ganaa.”

Visuals:

Doctors consulting, therapists at work, operations team helping families, candid smiles.

SECTION 5 — WHAT WE TREAT (1:20–1:40)**VO:**

We provide comprehensive treatment for addiction, psychiatric disorders, behavioral challenges, and developmental conditions.

Every treatment plan is personalized — designed to heal the whole person.

Overlays:

“Addiction • Psychiatric • Behavioral • Developmental.”

“Dual Diagnosis Expertise.”

Visuals:

Therapy, detox care, child development sessions, mindfulness, journaling.

SECTION 6 — HOW WE TREAT (1:40–2:00)**VO:**

Healing at Ganaa blends evidence-based therapies like CBT, DBT, trauma therapy, and motivational interviewing —

with holistic practices including yoga, breathwork, creative expression, and mindfulness.

Family counseling, medical supervision, and structured routines bring consistency back into life.

Overlays:

“Therapy + Psychiatry + Holistic Care.”

“Personalized. Evidence-Based. Human.”

Visuals:

Yoga, art therapy, group circles, doctor discussions, daily routines.

SECTION 7 — 12-STEP INTEGRATION (2:00–2:15)

VO:

We integrate the 12-Step philosophy — giving individuals community, accountability, and a framework for long-term recovery.

Overlays:

“12 Steps: Structure & Strength.”

“Community-driven healing.”

Visuals:

Group sharing, journals, evening gratitude meetings.

SECTION 8 — FAMILY INVOLVEMENT (2:15–2:30)**VO:**

Recovery improves when families heal too.

We teach understanding, boundaries, and support — transforming relationships alongside individuals.

Overlays:

“Families Heal Together.”

“Support. Understanding. Connection.”

Visuals:

Family sessions, workshops, shared learning moments.

SECTION 9 — ENVIRONMENT (2:30–2:45)**VO:**

Our centres are designed as sanctuaries — calm, spacious, and rooted in nature. Because healing is shaped by the environment around you.

Overlays:

“Calm, Connected Spaces.”

“Designed for Healing.”

Visuals:

Green lawns, natural light, serene rooms, mindful activities outdoors.

SECTION 10 — WHAT TO EXPECT (2:45–3:05)

VO:

Your journey begins with a single call.
From consultation to assessment, personalized planning to structured routines, family counseling to aftercare — we walk with you every step of the way.

Overlays:

“Step 1: Consultation & Assessment”

“Step 2: Personalized Plan”

“Step 3: Structured Routine”

“Step 4: Family Support”

“Step 5: Aftercare”

Visuals:

Phone call → clinical assessment → therapy → yoga → family session → aftercare video calls.

SECTION 11 — SUCCESS STORIES (3:05–3:20)

VO:

Behind every recovery is a story — of courage, hope, and transformation.
Former guests and referring doctors remind us every day: with the right care, no recovery is out of reach.

Overlays:

“Healing that transforms lives.”

“‘I found myself here.’ – Former Guest”

“‘They rebuild lives.’ – Psychiatrist”

Visuals:

Testimonials, smiles, group moments, peaceful reflections.

SECTION 12 — WHY CHOOSE GANAA (3:20–3:40)

VO:

Families choose Ganaa because we combine clinical expertise, compassion, holistic care, family involvement, and lifelong support.
Here, recovery isn't just treatment — it's transformation.

Overlays:

“10+ Years of Trusted Care.”

“Clinical + Holistic + Family-Centered.”

“Support that lasts beyond discharge.”

Visuals:

Legacy shots, nature, warm team interactions.

SECTION 13 — CTA (3:40–3:55)

VO:

If you or someone you love is struggling, reach out.

Help is here. Healing is possible.

Ganaa walks with you — from crisis to clarity.

Overlays (conversion-focused):

“Call/WhatsApp: +91 87500 75006”

“Visit Ganaa.in”

“Confidential • Compassionate • 24/7 Support”

Visual:

Soft light, Ganaa logo, warm human moments.

★ END SCREEN (3:55–4:00)**

Overlay:

“Ganaa Rehabilitation & Wellness — Healing Minds with Heart”

Visual:

Campus in soft evening light.