

The Paper Advantage

Why physical workbooks still beat apps for habit formation: retention, recall and the 66-day mark, and a blended workbook-plus-WhatsApp model.

Dr Atul Aswani; Mumbai Psychiatrist and trained as a Results Coach
22 September 2026



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01

Executive summary

Mental-health apps keep a median 3.9 per cent of installers opening the app at day 15, and 3.3 per cent at day 30 — yet a new daily habit takes a median of 66 days to become automatic. **A blended rep** — a rep written on paper and counted on the phone — is the unit this paper argues for. The self-help workbook vs app debate is a false choice. Handwriting encodes. The phone reminds. A psychology workbook in India, paired with a WhatsApp nudge the person already opens, holds the 66-day window that neither channel holds alone.

An analyst in Hyderabad installs the app in induction week. By the second week its icon sits unopened on the last screen. The workbook from her welcome kit lies in a drawer. Nothing cued the next page. Journaling workbook benefits sit in the encoding literature: longhand notes process more deeply than typed notes, and paper notebooks give richer retrieval cues than phones. Structured written self-help can last in adults who keep using it. None of that is diagnosis, treatment or therapy. EmotionApp is a non-clinical emotional-fitness coaching platform: countable daily reps, an AI coach with human hand-off, WhatsApp-first, 23 Indian languages, India-resident data, DPDP-compliant, built under ISO 9001 and ISO 13485.

What follows is the model, the 66-day protocol, and a dashboard that holds no clinical data.

“A habit takes a median of 66 days to feel automatic — range 18 to 254.”

02

The problem in India

Indian professionals do not lack phones. They lack a practice that survives the second week and reaches the 66-day mark.

The National Mental Health Survey of India, 2015–16, still the country’s last nationally representative field survey, found that nearly 15 per cent of Indian adults need active intervention for one or more mental-health issues — about 150 million people. Current mental morbidity among adults was 10.6 per cent. The middle-age working population carried much of that load. Care-seeking sat far below need.

That is a population fact, not a product claim. EmotionApp does not diagnose, treat, or offer therapy. It is a coaching platform for emotional fitness: countable daily practice for people who are at work and under pressure.

The workplace picture is no kinder. Gallup’s State of the Global Workplace country page for India, using 2025 data, puts the share of employees who are thriving at 17 per cent, against a global 34 per cent. Engagement at work sits at 23 per cent, a shade above the global 20 per cent. Daily stress — “a lot of yesterday” — sits at 28 per cent in India against a global 40 per cent. Thriving is the gap that matters for L&D. India is not short of effort. It is short of recovery that sticks.

The World Health Organization’s mental-health-at-work fact sheet, updated 15 September 2026, estimates that 16 per cent of working-age adults worldwide had a mental disorder in 2023, and that 12 billion working days are lost each year to depression and anxiety, at a cost of US\$ 1 trillion in lost productivity. WHO’s India page estimates the economic loss from mental-health conditions at US\$ 1.03 trillion over 2012–2030. Those are global and national burden figures. They tell L&D why a two-week wellness app is not a strategy.

The channel, meanwhile, is already in the house. The Ministry of Statistics and Programme Implementation’s Comprehensive Modular Survey on Telecom, 2025, found that 85.5 per cent of Indian households have at least one smartphone and 86.3 per cent have household internet. Among people aged 15–29, 97.1 per cent had used a mobile phone in the previous three months. India is WhatsApp’s largest national market. A cue that lives on WhatsApp does not need a new install.

The mismatch is simple. The habit science says 66 days. The app data say most people are gone by day 15. The paper data say handwriting encodes. The Indian channel data say the phone is already open. A psychology workbook in India that is never cued will sit in a drawer. An app that is never written in will be forgotten. The blended rep is how those two facts meet.

Table 1. The India problem, in one view

Indicator	Figure	What it means for L&D	Source
Indian adults needing active intervention	Nearly 15% (~150 million)	Scale is national; a perk will not cover it	NMHS 2015–16, NIMHANS / MoHFW
Current mental morbidity, adults	10 . 6%	Working-age adults carry much of the load	NMHS 2015–16
Employees thriving	17% India / 34% global	Effort is high; recovery that sticks is not	Gallup SOGW India, 2025 data
Employees engaged at work	23% India / 20% global	Engagement is not the same as thriving	Gallup SOGW India, 2025 data
Households with at least one smartphone	85 . 5%	The cue can live where the phone already is	MoSPI CMS:Telecom 2025
Households with internet	86 . 3%	Connectivity is not the bottleneck	MoSPI CMS:Telecom 2025
Mental-health app daily open rate	4.0% of installers	Installs are not practice	Baumel et al. 2019
Still opening the app at day 15	3 . 9%	The two-week cliff	Baumel et al. 2019
Still opening the app at day 30	3 . 3%	The month is already lost	Baumel et al. 2019

Indicator	Figure	What it means for L&D	Source
Days to habit automaticity	Median 66 (range 18–254)	The window is longer than the app	Lally et al. 2010

03

Why current approaches fail: self-help workbook vs app

App-only programmes: 3.9 per cent still opening at day 15

Baumel, Muench, Edan and Kane (2019) did not ask developers how their apps were doing. They took 93 mental-health apps with at least 10,000 Android installs and read panel data on what users actually did. Median installs sat at 100,000. The median share of installers who opened the app on a given day was 4.0 per cent. Median 15-day retention was 3.9 per cent. Median 30-day retention was 3.3 per cent.

That is the two-week problem, measured. An L&D team that buys an app has bought a distribution channel, not a habit. The notification fires. The person is in a meeting. The badge goes stale. By the time Lally's 66-day window is even half open, the median app has already lost more than 96 per cent of the people who installed it.

The 4.0 per cent figure is a daily open rate among installers, not a 30-day retention rate. The 30-day figure is 3.3 per cent. Both numbers say the same thing: app-only emotional-fitness programmes do not hold people long enough for a behaviour to become automatic.

The phone is also a poor place to compose. Mueller and Oppenheimer (2014) compared longhand notes with laptop notes in three studies. Laptop notes carried more verbatim overlap with the source — 14.6 per cent against 8.8 per cent in Study 1. Laptop users did worse on conceptual questions. Factual recall did not always differ. The cost was depth. Typing is fast enough to copy. Handwriting is slow enough to force generation. A 2018 corrigendum narrowed some claims. The encoding finding stands: generation beats transcription.

Umejima, Ibaraki, Yamazaki and Sakai (2021) compared a paper notebook with a tablet and a smartphone on a schedule-encoding task, then scanned people during retrieval an hour later. The paper group took significantly less time to encode. Accuracy was higher on the easier questions. Retrieval-related activity was higher in the hippocampus and in language and visual-imagery regions. The sample was 48 Japanese students, 16 per group. This is not a trial of a psychology workbook in India. It is evidence that paper supplies spatial and tactile retrieval cues a glass screen does not.

Neither paper is a claim about lasting change in brain wiring. Both papers say the same practical thing. If the professional is going to remember the practice, they should write it.

Workbook-only programmes: encoding without a cue

A self-help workbook vs app comparison that stops at encoding is unfinished. Paper encodes. Paper does not ping.

Gualano and colleagues (2017) reviewed eight randomised studies of guided written self-help, covering 1,347 people, with follow-up from three months to three years. Six adult studies reported a lasting reduction in depressive symptom scores. Four studies in young people did not hold the gain. The transferable finding for this paper is narrow: structured written materials can produce lasting change in adults who keep using them. EmotionApp is not diagnosis, treatment or therapy, and this paper does not import a clinical claim into a coaching product. The operational lesson is simpler. A book that is opened, written in, and returned to, holds. A book that is issued in a welcome kit and never cued, gathers dust.

Workbook-only programmes fail on the other side of the same gap. There is no daily cue. There is no count. There is no streak. The person has to remember, alone, after a ten-hour day, that page 14 is waiting. Most do not.

The false choice

L&D teams in India are offered two products that each solve half the problem. The app has the cue and loses the encoding. The workbook has the encoding and loses the cue. The self-help workbook vs app argument treats them as rivals. They are a circuit. Handwriting encodes. The phone reminds. A blended rep is one action with two surfaces: the sentence goes in the book; the count goes on the phone.

“Only 3.9 per cent of mental-health-app installers still open the app at day 15.”

04

The emotional-fitness model applied

PULL QUOTE

Laptop notes carried 14.6 per cent verbatim overlap; longhand notes carried 8.8 per cent.

EmotionApp treats emotional fitness the way a gym treats strength. You do not read about the squat. You do the squat. You count the reps.

The platform currently publishes 21 positive-psychology techniques across eight families: Act & Build; Strengths in Action; Breathe & Settle; Savour & Notice; Meaning & Direction; Reframe the Story; Thank & Appreciate; and Connect & Contribute. Each technique names what it counts. The house line on the technique pages is “counts, never confessions.” One live technique is already called Reps Till It’s Automatic. It counts habit days against the 66-day mark.

A blended workbook-plus-WhatsApp programme takes that model off the glass and onto the desk, then uses the glass only for the cue and the count.

Workbook pages per technique family. Each family gets a week of pages: a short why, a worked example in Indian professional life, a blank page for the day’s handwritten rep, and a box for the phone count. Breathe & Settle pages are short. Meaning & Direction pages are longer. Future You, Fully Loaded takes three or four sittings, as the live technique already specifies. The book is not a course. It is a log.

A WhatsApp nudge per page. Not a feed. Not a carousel. One message, tied to the page of the day, in the language the person thinks in. English and Hindi are live today; 23 Indian languages are in the brew. The nudge names the family, names the page, and asks for the count. It does not ask for the sentence.

The rep logged on paper, counted on the phone. That is the blended rep. The person writes. Then they tap. The writing is the encoding. The tap is the streak. If they only write, L&D cannot see participation. If they only tap, they have skipped the encoding the paper is for.

The 66-day protocol. Lally, van Jaarsveld, Potts and Wardle (2010) asked 96 volunteers to repeat one eating, drinking or activity behaviour daily, in the same context, for 12 weeks. Eighty-two provided enough data. An asymptotic model of automaticity fitted 62 people and fitted well for 39. Among those 39, the median time to reach 95 per cent of their own automaticity plateau was 66 days. The range was 18 to 254 days. Missing one opportunity did not materially affect the curve. Complex behaviours took longer than simple ones.

Sixty-six is therefore a planning number, not a promise. It is the median of the people whose data fitted the curve. Some professionals will feel the practice go quiet earlier. Some will still be leaning on the nudge at day 100. The protocol is 66 days long because that is the number L&D can defend. The workbook stays with the person after day 66. The count can pause or renew.

EmotionApp's delivery matches the Indian working day. WhatsApp-first, because that is the app that is already open. AI coach with a human hand-off, because a bot can cue a page and a person should take the call when the page is not enough. India-resident data, DPDP-compliant, built under ISO 9001 and ISO 13485. The legal boundary is printed in the invite, on the first page of the book, and in the footer of this paper: this is not diagnosis, treatment or therapy.

05

The blended 66-day workbook protocol, week by week

One family a week. One page a day. One WhatsApp nudge. One blended rep. The person writes in the book and counts on the phone. Coaches watch the count, not the page.

Week 1 — Arrive (days 1–7). Family: Breathe & Settle. Pages for The Big Sigh Reset and Just Move the Body. The first blended rep happens in the kick-off, on paper, in the room. The WhatsApp nudge starts the next morning. Metric: five of seven days written and counted.

Week 2 — Notice (days 8–14). Family: Savour & Notice. Spark Spotting and Marinate the Moment. The person hunts three small cues of warmth and writes three sensory details from one good moment. This is where journaling workbook benefits show up first: the page is slower than a tap, and that is the point. Metric: six of seven days; at least one page with three sensory words.

Week 3 — Name (days 15–21). Family: Savour & Notice, continued. Name It to Frame It and Good-Stuff Radar. A feeling gets a precise word on paper. The phone counts vocabulary breadth — how many distinct words, not which words. Day 15 is also Baumel's cliff. The nudge has to be on time. Metric: eight distinct feeling-words across the week; participation still above 60 per cent.

Week 4 — Thank (days 22–28). Family: Thank & Appreciate. Thank-You Ambush and Teen Achhi Baatein. One concrete thank-you is written by hand. Sending it is the person's choice. Three good things are logged once or twice in the week, with one line on why each happened. Metric: one drafted or delivered note; two written "good things" entries.

Week 5 — Act (days 29–35). Family: Act & Build. Tiny Wins, Big Flywheel and The Joy Fixed-Deposit. The next step shrinks until it is almost embarrassing, then it is done and written. One positive experience is scheduled and logged as

a deposit. Metric: three tiny wins and one joy deposit, all handwritten.

Week 6 — Strength (days 36–42). Families: Strengths in Action and Act & Build. Call Out Your Own Strength and The Zone Dial. After using a strength at work, the person names it in one line in the book. One task is tuned until it is stretchy but doable, interruptions off. Reps Till It's Automatic is opened as the running spine: same cue, same context, every day. Metric: one named strength used in a real task on three days; flow minutes noted on paper, counted on the phone.

Week 7 — Connect (days 43–49). Family: Connect & Contribute. Match the Firecracker and Warm-Wishes Rounds. When someone shares good news, the person matches the energy and asks two genuine questions before talking about themselves, then writes the instance. A short goodwill round is written, not performed for an audience. Metric: five firecracker responses logged.

Week 8 — Reframe (days 50–56). Family: Reframe the Story. Half-Won Is Still Won. The day is scored 0–10 on paper instead of pass or fail. Anything above zero is written as progress. Unhelpful thoughts are allowed to pass; three good ones are pocketed in the book. Metric: four partial-wins written by hand.

Week 9 — Meaning (days 57–63). Family: Meaning & Direction. Follow the Thread and the first two sittings of Future You, Fully Loaded. One routine task is traced to the human it serves; that name goes into the book. A vivid, realistic page about a best future self is written across sittings, each sitting ending with one actable line. Metric: one named beneficiary; one actable line scheduled on the calendar.

Week 10 — Hold to day 66 (days 64–66, with a two-day buffer). No new family. Reps Till It's Automatic is the whole week. Same cue, same book, same count. Lally's result is used as a rule of the road: one missed day does not reset the curve. The person reviews total blended reps, vocabulary breadth, and pages completed. The coach offers a human hand-off if asked. The workbook stays with the person. Metric: days written and counted across the full 66; not a perfect streak.

The protocol is context-stable on purpose. Lally's volunteers anchored the new behaviour to a fixed daily context — after breakfast, after the first meeting, after the commute. The WhatsApp nudge should hit the same window every day. The book should live in the same bag. Novelty is the enemy of automaticity.

06

Measurement — a dashboard that holds no clinical data

The house line is the design constraint: counts, never confessions.

The dashboard holds four fields.

Rep counts. How many blended reps were written and tapped. A written page without a tap does not land on the dashboard. A tap without a page is a broken blended rep. L&D can see the count. Nobody outside the person reads the page.

Streaks. Consecutive days with at least one blended rep. A broken streak is information, not a verdict. Lally found that a single missed day did not materially affect automaticity. The dashboard should not punish a missed Tuesday.

Emotional-vocabulary breadth. A count of distinct feeling-words used on the Name It to Frame It pages. The employer sees a number that can grow. The employer never sees the words. Breadth is a skill measure. The lexicon stays with the person.

Participation. Share of the cohort with at least one blended rep in the past seven days. This is the figure a CHRO can defend in a steering meeting. It is not a mood score.

What the employer sees. Aggregates of those four fields, by team or by cohort, never by named sentence. Optional: language of the nudge, time-of-day of the tap, hand-off count (how many people asked to speak to a coach). That is the whole feed.

What the employer never sees. The sentences on the page. The named feelings. The thank-you drafts. The future-self page. Coach chat. Any clinical score, scale, cut-off, risk flag, or label. The dashboard is built so those fields cannot be added later by a keen analyst. If a field would not survive a DPDP test and a trust test in the same week, it does not ship.

This is the legal boundary in product form. EmotionApp is not diagnosis, treatment or therapy. A dashboard that held clinical data would argue with that sentence. A dashboard that holds counts does not.

Individual professionals see their own book and their own streak. That is the whole personal view. The AI coach can prompt the next page. A human coach can pick up the thread. Neither reads the book unless the person brings a page to the conversation.

07

Implementation — a 90-day plan

A 66-day protocol needs a 90-day project around it. The extra weeks are for kit, consent, the mid-point, and the readout.

Table 2. Ninety days, week by week

Week	Owner	Action	Metric
1	L&D lead + EmotionApp	Brief the CHRO. Name one pilot cohort of 40–80 professionals. Write the legal boundary into the invite. Confirm India-resident data and the DPDP note.	Signed brief. Cohort named. DPDP note on file.
2	L&D + operations	Print and dispatch workbooks. Load the WhatsApp opt-in list. Brief managers for 30 minutes: cue the practice, do not collect pages.	100% kits issued. ≥80% WhatsApp opt-in.
3	Cohort manager	Live kick-off, 20 minutes. First blended rep in the room. Nudge starts the next morning.	≥80% of page 1 completed and counted.
4–5	EmotionApp coach desk	Daily nudge live. Human hand-off rule published. No journal content in any feed.	Nudge open-rate. Hand-off count. 14-day participation.
6–8	People analytics + L&D	Dashboard live with the four fields only. Mid-point review at day 45. Replace lost books. Quiet numbers get one human check-in, not a chase.	Zero clinical fields in the feed. Day-45 participation ≥60%.
9–10	L&D + EmotionApp	Day-66 close. Workbook stays with the person. Count pauses or renews by choice.	Share of cohort with 66 logged days.
11–12	L&D	Read the four fields. Decide which families to keep for a second wave. Do not add new fields.	One-page decision note.
13	CHRO	90-day readout. Participation, streaks, vocabulary breadth. Never the content of pages. Expand, repeat, or stop.	Sponsor decision.

The plan is deliberately boring. Boring is how habits form. A launch video is optional. A lost workbook is not. One left on the evening local stops the writing. Budget for a second print run in week 6.

LinkedIn’s Workplace Learning Report 2025, India edition, found that 79 per cent of organisations planned to maintain or increase investment in career-driven learning, and that 32 per cent already behaved as “career development champions.” Emotional fitness is not a career path. It is what keeps a career path usable. A 90-day blended-rep pilot is a small line in that budget and a large test of whether practice, rather than content, is what the organisation is willing to buy.

08

One-page checklist the reader can run this week

Print this. Tick it. Do not add a project plan until the ticks exist.

- Write the legal sentence into every invite: EmotionApp is not diagnosis, treatment or therapy. Crisis line: Tele-MANAS 14416.
- Name a pilot cohort of 40–80 people who share a working week, not a title.
- Name one owner in L&D and one owner on the EmotionApp side.
- Confirm India-resident data, the DPDP note, and that the dashboard will hold four fields only.
- Order the workbooks. One book per person. One spare crate for week 6.
- Draft the WhatsApp opt-in in plain English and Hindi. One purpose. One stop word.
- Pick the daily cue window — after the first meeting is better than “sometime today.”
- Brief managers: they cue, they do not collect pages, they do not read pages.
- Do the first blended rep yourself, on paper, before you ask anyone else to.
- Put Tele-MANAS 14416 in the workbook footer, the nudge footer, and this week’s intranet note.
- Book the day-45 review and the day-66 close on the calendar now.
- Decide in writing what “good” looks like: participation at day 15, day 45, and day 66. Not a mood score.

If those twelve lines are not ticked, the programme is still a slide.

09

FAQ

Q1 Will a psychology workbook in India actually get used, or will it sit in a drawer?

A workbook without a cue gathers dust. An app without handwriting loses 96.1 per cent of installers by day 15. The blended rep puts the cue on WhatsApp and the encoding on paper. That is the self-help workbook vs app problem, solved as one loop.

Q2 Why not skip the book and tap everything on the phone?

Handwriting changes encoding. In Mueller and Oppenheimer (2014), laptop notes carried 14.6 per cent verbatim overlap with the source; longhand notes carried 8.8 per cent. Generation is the journaling workbook benefit. The phone's job is to count, not to compose.

Q3 How long before this becomes automatic?

Lally and colleagues (2010) found a median of 66 days to 95 per cent of automaticity, range 18 to 254. One missed day did not reset the curve. EmotionApp's Reps Till It's Automatic page is built on that number.

Q4 What does my employer see?

Four numbers: rep counts, streaks, emotional-vocabulary breadth, and participation. Not the sentences on the page. Not a score. The dashboard holds no clinical data. Counts, never confessions.

Q5 Is this treatment? What if someone is in crisis mid-programme?

No. EmotionApp is not diagnosis, treatment or therapy. The invite and the workbook footer both carry Tele-MANAS 14416, the official 24/7 Government of India line. A human coach can hand off. The programme continues only if the person wants it.

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- EmotionApp is not diagnosis, treatment or therapy. If you need urgent help, call Tele-MANAS 14416 or 1800-891-4416, 24 hours, Government of India.*



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NOTE

EmotionApp is a non-clinical emotional-fitness coaching platform. This paper describes practices, techniques and coaching. It is not therapy, treatment, diagnosis or medical advice.

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SAFETY NOTE

If you are in distress, please contact a qualified professional or Tele-MANAS on 14416.