



CAPTURING LIFE FOUNDATION

“WE EACH HAVE TIME, TALENT, AND CREATIVITY, ALL OF WHICH CAN BE POWERFUL FORCES FOR POSITIVE CHANGE. SHARE YOUR BLESSINGS IN WHATEVER FORM THEY COME AND TO WHATEVER LEVEL YOU HAVE BEEN BLESSED

“BARACK OBAMA.

Technology is enabling us to be more responsive to change as it happens, providing us with a wealth of timely data and insight into mankind's many interactions with the natural world and their effects. And technology is also demanding to be more responsible in our management of this planet and its people.



CAPTURING LIFE
FOUNDATION



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To serve a mankind, it is not necessary to conduct camps and create large forums. In this current era where everybody is connected, we can help anybody digitally.

Capturing Life Foundation is an initiative which promotes digital Literacy. Under this cause the foundation runs various programs addressing the critical issues in the society through their various Digital Literacy Programs.

Human beings are social creatures. We need the companionship of others to thrive in life, and the strength of our connections has a huge impact on our mental health and happiness.

Therefore, in such current digital era, we must look to use technology responsibly which helps us to connect you to the outside world.

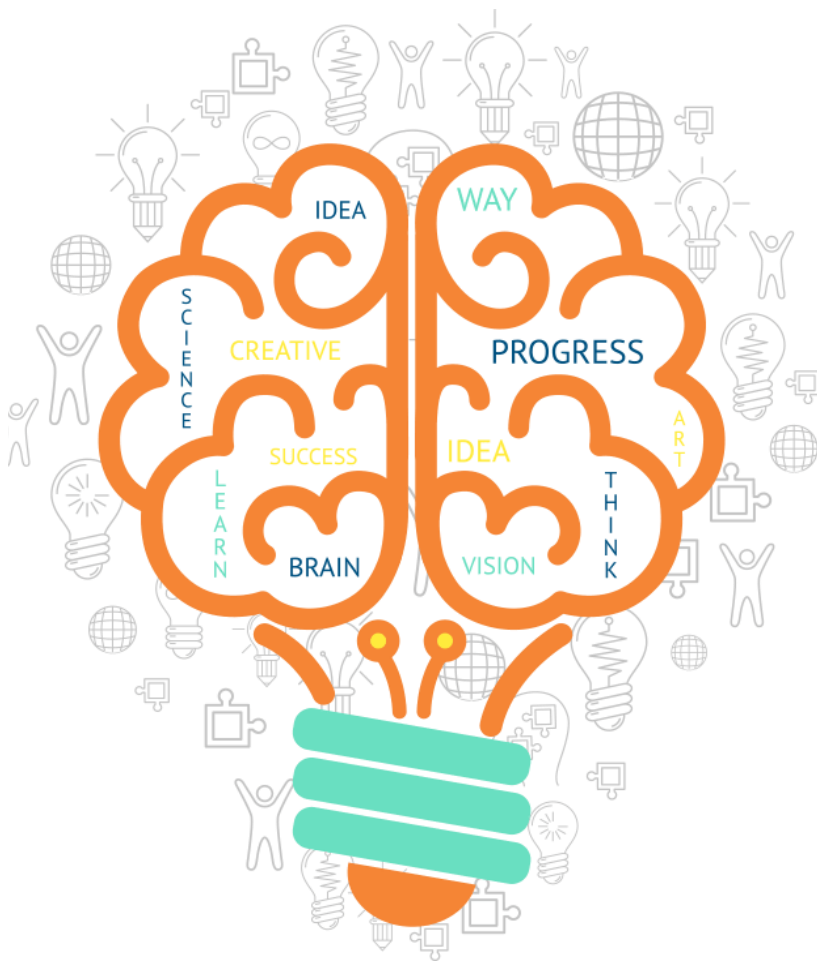
Capturing Life Foundation want to empower the citizens of our country to take right decisions with the right set of information.

Today we have sources digitally and physically from where information comes to you. We are regularly confronted with statements that are inaccurate, sometimes obvious. Unfortunately, people can be influenced by and rely upon inaccurate information, engaging in less critical evaluation than might be hoped.

Empirical studies have consistently demonstrated that even when people should know better, reading inaccurate information can affect their performance on subsequent tasks.

Capturing life Foundation helps individuals to identify conditions under which inaccurate information is more or less likely to influence subsequent decisions. These conditions are informative in the consideration of information-design approaches and instructional methods intended to support critical thinking.





OUR WORK

On social media, we interact with both good and bad people. Now the question is how you define the person is good or bad. If he is a known person and matches your ideology, then he might be a good person and if not, he is bad.

But if we go a little bit deep it's the information which impacts individuals' behavior and approach. It may divert somebody from your priorities and plans which have a great role in your Business, Education & Work.

Our role comes here to help you to be neutral, Pick the right information required for yourself & work in right direction.

Capturing Life Foundation conducts programs that are designed considering human behavior in various situations. These programs are drafted after studying multiple case studies and their real time impact.

If you can't imagine your life without social media, you've probably fallen victim to the power that social networking sites have on people. The chances are that you've also experienced some of the negative effects of social media on people who use them.

Social media gave access to varied opinions and thoughts of people of different cultures and different regions. This has the power to make people broad-minded, challenge stereotyped views on communities and develop mutual respect among people of different backgrounds.

Social media is the major reason for making content viral. However, not all viral content is trustworthy, so we started digging into it and understood there is a big impact on people behavior.

OUR INITIATIVES

- **Digital Parenting:** Parental efforts and practices for comprehending, supporting, and regulating children's activities in digital environments.
- **Social Media Awareness:** Focuses especially on human behavior approach of social media users. It works on the principle of physiological & ideological differences created due to Social Media content.
- **E Governance Awareness:** Considering the freedom of speech and expression citizens always criticizes government without checking any facts & that criticism will be always passed on to future generations. We would like to be the voice of government without being biased with any political ideology and want citizens to know more about some of the great initiatives taken by Government of India.
- **Environmental Awareness:** To succeed as global citizens and future stewards of our planet, we must be well-versed in the underlying principles of nature and wildlife. In view of the wide range of inter-related environmental issues in the country, we focus promoting National/ Regional/ Local themes as released by Govt of India.



OUR TEAM

Capturing life foundation established with a motive to help and empower the society & we have an experienced core team with extensive experience in handling technology and many more industry leaders have committed to contribute to this journey.



Praveen Rao is a Digital Transformation Expert with vast experience in Strategic Consulting and Business Development roles across various industry sectors with primary focus in Government.

Akanksha Rao is a data analytics and & a Certified E-Governance Professional. She has a vast knowledge on various programs and schemes launched by Government of India. She is also a classical singer & a music enthusiast.



Capturing Life Foundation

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