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ISSUED BY: IIE Rosebank College

## IIE RC ALUMNI IN ENTREPRENEURSHIP



### AMOGELANG MALULEKA

*Founder of Lux Photography*

**“Creating a job for yourself . Look at opportunities out there and use your knowledge and skills in finding ways to generate income. The generation that is graduating from IIE Rosebank College has an opportunity of becoming entrepreneurs because of the skills and knowledge gained from their qualifications.” - Moloko Chipape**

#### **Your experience at IIE Rosebank College?**

During my studies, I had an amazing experience. I met a lot of people who turned out to be friends till today and Rosebank college brought us together. I have learned a lot from my lecturers and fellow students. Some of the lecturers turned to be mentors till today.

#### **What did you study and how did it groom you into the entrepreneur you are today?**

I studied IIE’s Diploma in Journalism at Rosebank College. The qualification introduced me to photography, especially a module called photography. It taught me the art of telling stories through visuals and words. To a creative person like myself, storytelling

is everything. I love turning words into pictures; studying empowered me to refine my skill as a photographer. It is essential to have the basic technical knowledge of photography to take beautiful photos. There is a technical aspect of capturing emotions and telling stories through pictures.

#### **Tell us about your business (Lux photography)?**

I run a photography company. We take and sell pictures. We work mostly at private events. We work with varied brands and industries all around Africa. Lux photography is growing and generating job opportunities. Currently, I work with a team of three: videographer, photographer, and editor, and myself as a head photographer.

#### **What advice do you have for another young entrepreneur?**

Find your niche and focus on it. What are you passionate about? Find something that you enjoy doing and create a job that will generate an income.

