



Efeng Bacha 2021 - 2022

# Bonolo Moikanyane



**What are you studying?**

LLB



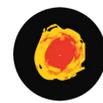
**Where are you studying?**

University of the Witwaterstrand



**How do you want the Efeng Bacha Initiative to assist your entrepreneurship journey?**

As a social entrepreneur I run a startup called the Conscious Creative that provides marketing, branding and consulting training and services to development organisations. I would like to leverage on the Efeng Bacha Initiative to learn how to strategically position my business and brand to compete continentally, how to ensure that the business is sustainable and how to manage the transition when scaling and growing the business. Basic business skills like managing the businesses books and pitching to clients or for collaborations.



**How do you #ServeLikeMadiba?**

Serving like Madiba to me, is heartwork. It is not just an event but a lifetime commitment to impacting the one that overtime becomes the many. Through the Conscious Creative we onboard a cohort of unemployed graduates who we then teach digital content creation, website development, photography and videography with the core mandate of instilling how to use social media for social good. The cohort is then provided with the opportunity to gain practical work experience and income through the projects the business contracts. The core objective of the Conscious creative is to address SDG 8 that promotes sustained, inclusive and sustainable economic growth, full and productive employment and decent work. Through the Conscious Creative we intend to capacitate young people to participate in the gig economy and carve out unconventional careers through these sort after skills.



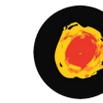
**As a #legacyleader, what is your advice to the children and youth of our nation?**

Don't just truncate through school chasing deadlines and submissions. Be intentional about learning. Immerse yourself in every opportunity, experience and conversation to better understand subject matter, people and the world around you. Interrogate what you learn and always aim to abstract value that through your consciousness of the world, you can find an entry point to a problem that intersects with your passion that you can solve. Be in relentless pursuit of discovering why you are here.



**What is the legacy you hope to leave one day?**

If I could use one word to describe myself it would be passionate. Hence the legacy I want to leave is one of selfless ambition, service and impact.



**What is your favourite Nelson Mandela quote?**

As a young black African woman aspiring to be Africa's best human rights attorney, in a historically white male dominated legal profession battling imposter syndrome has been a necessary war. Hence my favourite quote by Tata Madiba is 'Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure.

