

Oppo South Africa announces 50 Oppo Reno Academy bursaries for young women

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Oppo South Africa, has announced an offer to award 50 Reno Academy Bursaries to young women in the Amy Foundation entrepreneurship development programme. The Reno Academy is Oppo's training programme intended to enable aspiring photographers, content creators and creatives with the photographic skills they need to succeed in the creator and art economy.



The initiative, in partnership with GrowZA Academy, will offer the selected young women with access to the Oppo Reno Academy's insightful Mobile Photography Masterclass, led by photography expert, Lauren Theunissen. Participants will explore a broad range of topics, from fundamental concepts to advanced techniques, including ratio, focus, exposure, grid activation, timelapse and hyperlapse, lens types, portrait mode, panoramic photography, and the revolutionary dual video feature of the recently launched Oppo RENO10 5G.

"Smartphones have evolved into tools that can foster entrepreneurship or give young people an opportunity to grow and harness skills that can empower them or give them options on how to earn an income," says Avashnee Moodley, head of marketing at Oppo South Africa. As Women's Month has drawn to a close, we know more than ever from conversations across all platforms this month, that there is a need to ensure that women are supported in their growth, as they shape the future of our nation, and we are hoping that the beneficiaries of these bursaries take it within their stride, to use this as an opportunity to shape their own future."



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As part of this empowering initiative, Hilary George, youth skills development manager at the Amy Foundation had this to say about the initiative: "Good photography is essential for any entrepreneur looking to make a mark in today's visually-driven market. The skills acquired from this masterclass will enable participants to tell their brand stories more effectively, connect with their target audience, and ultimately grow their businesses."

The Creative Development bursaries, launched in honour of Women's Month, will be accessible online, allowing participants the flexibility to engage with the course at their convenience.

"We value the impact of a project such as this one, as it integrates social responsibility into our core business. Oppo South Africa strives to make a positive impact on communities and to actively contribute to the country's progress. Through partnerships with organisations like the Amy Foundation and the GrowZA Academy, we are helping to shape a future where young people are responsible for their own future, and this is where real impact lies," concludes Moodley.

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