

# Business owner wants to elevate the teaching and learning of science and maths

Roswika Media is a Cape Town company whose core business is to promote education in historically disadvantaged communities and also provide private and public sector clients with graphic design services.

Its publishing division has a magazine called Science Stars, a quarterly publication that promotes science, mathematics and technology and which is endorsed by the Department of Science & Technology.

Owner 27-year-old Madambi Rambuda is determined to elevate the teaching and learning of science and mathematics in a country that has one of the lowest science and maths student populations on the African continent.

"In the publication we profile successful graduates and professionals who grew up in disadvantaged communities and who are now thriving in the science and technology industries, and in careers such as engineering and information technology. We provide learners with career guide information and courses that are available for different industries."

This year, Minister of Science & Technology, Derek Hanekom had a foreword in Science Stars' July issue, while UCT's vice-chancellor, Dr Max Price, had a four-page article.

## Asian strategy

Rambuda is passionate about promoting mathematics and science: "I studied public policy and political science at university level and I learnt that, in the 1960s, Ghana had the same GDP as the European countries, but 30 years later Asian countries have a higher GDP - mainly because they have invested in science and technology.

Ghana spent most of its money investing in raw material instead of science and technology. If we were to implement the same Asian strategy here in South Africa in the next 30 to 40 years, we would be far ahead of other African or even some European countries. I realised that for this to happen we need to invest in students studying science and technology."

Straight after graduating with a B.Soc.Sci Degree from the University of Cape Town (UCT), with majors in Public Policy & Administration, and Political Science, Rambuda set up his business in 2009 and was accepted into the Shanduka Black Umbrellas programme a year later. The business currently employs seven people with more sub-contracted when needed.

"My father was initially not impressed with my decision because he spent a lot of money for my tuition. The lesson I have learnt on this journey is that money is not everything. Initially I also wanted to be a millionaire; I believed that I wanted a big car and a massive house. My initial perception when someone talked about owning a business was that it was all about

money and more money. That's far from the truth. It is about hard work, passion and the determination to succeed and give something back at the same time while doing something you truly believe in."

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