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Asero Diana is a teaching assistant, in the Agribusiness and Extension Department of Busitema University, Uganda. Her research interests are in Agribusiness and Agricultural Economics. Ms. Asero Diana specialized in Agribusiness Management at the specialized facility of University of Pretoria, 2014, while pursuing her masters of Science in Agriculture and Applied Economics at Makerere University. She also has a bachelor's Degree in Agribusiness Management from Makerere University. Ms. Asero Diana started her career in October 2012 as a teaching Assistant in the Crop Department of Busitema University, Arapai Campus, Uganda. She is the principle investigator of agribusiness Hub project under Ruforum. She was appointed as Acting Head of Department Agribusiness and Extension, at the Faculty of the Agriculture and Animal Sciences, Arapai Campus in 2012 up to date. Ms. Asero Diana also serves as Coordinator of Community Outreach at the Faculty of the Agriculture and Animal Sciences, Arapai Campus. She is also the Coordinator of Gender, HIV/AIDS and Cross cutting issues and Chair of the Exam Malpractices Committee at the Faculty of the Agriculture and Animal Sciences, Arapai Campus. Ms Asero Diana actively participates in a number of student youth groups where passionately mentors them as their patron.

Selected workshops/ short courses

- Attended and had an Oral Presentation at the World Aquaculture Society Conference, 26th – 30th June, 2017, Cape Town, South Africa
- Attended and had Poster Presentation at the African Great Lakes Conference, 2nd – 5th May, 2017, Entebbe, Uganda
- Curriculum Review Write shop at Pwani University Kenya, 24th -29th in Malindi, Kilifi county of Kenya
- COL sponsored ODL Policy Development Workshop, 14th -18th March, 2016, Busitema University, main campus
- Certificate in Public Speaking, Makerere University, 2010

Selected projects

Agribusiness Innovations for Inclusive Soybean and Honey Value Chain Development in Eastern Uganda under Ruforum , US \$ 50,000 – ongoing till 2020.

Summary of My project

Project title; Agribusiness Innovations for Inclusive Soybean and Honey Value Chain Development in Eastern Uganda

This project is there to develop a value chain development pathway for soy beans and honey in the Agribusiness Hub. Soy bean has become an important crop worldwide due to its high protein content. The project will integrate innovations in food science and technology, product development, ICT and Agribusiness. Young entrepreneurs are to be developed at the Faculty of Agriculture and Animal Science and at the Technology and Business Innovations and Incubation Center (TBIIC) of Busitema University. TBIIC was established to develop entrepreneurs both at the University and those from the business community. Soy beans have enormous potential for product innovations in Uganda and its market prices are lucrative compared to other products. Demand for honey has increased due to increase in income and health consciousness of consumers who now believe in health and natural products.

The Faculty of Agriculture and Animal Sciences located in Eastern Uganda has expanses of land for soya bean production with a Department of Agribusiness and Extension which will be the home of the project. The objectives of the 2 year project will be to establish an innovation hub in Eastern Uganda, train and mentor young entrepreneurs, develop and commercialize new products in the University Business Innovation and Incubation Center (TBIIC) in collaboration with the private sector, increase community capacity to respond to demand driven and economically viable production and integrate ICT in Agribusiness Development. Existing leakages at the University like AVSI for skilling the Youth will complement the project in achieving its objectives.

Key words; Agribusiness Hub, Soya Bean and Honey value chains, Eastern Uganda.