



2008 AWARD Fellow Rebecca Kiwanuka Lubinda

Position:	Lecturer
Institution:	Department of Agricultural Economics and Extension Education, University of Zambia
Country:	Zambia
MBA:	Makerere University, Uganda, 1999
Mentored by:	Dr. Gelson Tembo Department of Agricultural Economics and Extension Education, University of Zambia

Rebecca Kiwanuka Lubinda's research interests include agricultural marketing, policy, and development of value-chain addition. She has taught agricultural extension, economics, and agribusiness for nearly 20 years and has produced several training manuals, including "Financial and marketing management for dairy cattle and goat enterprises."

Improving smallholders' access to new crop varieties has long been recognized as a critical step in increasing agricultural productivity and food security. While there has been plenty of research on crop breeding and the development of improved crop varieties, little work has been done to examine the marketing process and how to ensure that smallholders have sustainable access to the new varieties.

Lubinda's research focuses on how to enhance smallholder farmers' access to improved varieties of common bean seeds. She aims to identify the constraints and opportunities for value addition in the bean seed distribution system.

Lubinda says that the AWARD Fellowship has enhanced her career in the following ways:

- **Self-confidence:** I am now more confident and assertive, and I've found a balance between being an introvert and speaking out and contributing to discussions. I try to respect other people's opinions without always wanting my way. For instance, I was part of a research team and the leader wanted us to move in a particular direction, but I strongly felt that something was wrong with the methodology. I suggested a way forward, but it implied more resources. At first, the professor rejected my suggestions, but later, after being assertive (giving reasons why the quality of our research would be improved), he reconsidered his stance and sourced more funds to include the activities that I had suggested.
- **Publications:** I have submitted my first journal article and am writing a second one. I have always wanted to write an agribusiness textbook from an African context, and I have put a team in place and work is in progress.

- **Influence:** I have had opportunities to influence policies and programs in agribusiness development. I lobbied an agribusiness firm to support two students' research by establishing the quality and performance of a product that it intended to market. On a few occasions, individuals have told me that I am their role model.
- **Collaboration:** We are institutionalizing a mentorship program in our school, including a seminar to introduce what mentoring entails. Mentoring students is an ongoing process for me; whenever I am presented with an opportunity to speak in a person's life, I use it. My mentor has included me in his networks and I proactively build my own as well. For instance, I undertook a consultancy for the United Nations Industrial Development Organization, entitled "Promoting Agribusiness in Africa: A Country Case Study – Zambia." My institution is also forming a multi-disciplinary consultancy team. On a few occasions, we have encouraged agribusinesses to support research in our institution. I was on a team, along with my AWARD mentee, that developed a research proposal that was approved.

Because of the career plan that I developed, I have become more focused and I give priority to activities that contribute toward my goals in life. I manage my time better and I have greater personal impact.

Lubinda is one of 180 African woman scientists who have won an AWARD Fellowship. AWARD is a professional development program that strengthens the research and leadership skills of African women in agricultural science, empowering them to contribute more effectively to poverty alleviation and food security in sub-Saharan Africa. For more information, please visit www.awardfellowships.org
