

Tanzania Can Win The Diamonds Do Good Entrepreneurship Grant 2025

Three Tanzanian entrepreneurs are Finalists for the Diamonds Do Good® Entrepreneurship Grant. Learn more about them.

GENEVA, SWITZERLAND, August 6, 2025 /EINPresswire.com/ -- United People Global is pleased to highlight three remarkable Tanzanian entrepreneurs who are among 20 Finalists for the prestigious Diamonds Do Good® Entrepreneurship Grant. With 20 Finalists from 7 countries, the winners are set to be announced on 7 August 2025.

The Diamonds Do Good® Entrepreneurship Grant is known for supporting outstanding entrepreneurs. The grant provides financial support ranging from \$5,000 up to \$20,000, enabling the winners to scale their businesses and amplify their positive impact on society. As part of the design and the impact of the Grant, the Finalists go through a development process that includes completing the [UPG Biashara](#) Learning Journey through which they acquire new skills and sharpen existing ones. After the Grant, they also benefit from the UPG Biashara Action Journey that includes, ongoing exposure, skills acquisition, mentorship, cash grants and more.

"Diamonds Do Good® is thrilled to continue its support of entrepreneurs who hail from communities where natural diamonds are mined, cut, and crafted into exquisite jewelry. Our Entrepreneurship Grant winners embody the spirit of entrepreneurship and the power of innovative ideas to create positive change," said Nancy Orem Lyman, Executive Director, Diamonds Do Good.



Imagine winning \$5,000 to support your business?

What about \$20,000?

Discover the WINNERS of Diamonds Do Good® Entrepreneurship Grant

DDG Grant Announcement - Flyer with Entrepreneurs

The three Finalists come from different backgrounds and they are UPG Biashara Entrepreneurs. They each demonstrated exceptional vision, creativity and unwavering determination. And their qualities have made them exceptional candidates for the prestigious Diamonds Do Good® Entrepreneurship Grant. They are:

Jerusa David Kitoto is the Founder and Executive Director of the Sautiya Mtoto Foundation in Tanzania. She holds a Civic Leadership Certificate from YALI RLC EA and a UPG Biashara Certificate. Passionate about advocating for children and women, Jerusa also serves as a paralegal officer. She leads JuaCraft Mamas, a social enterprise empowering women and girls through artisanal crafts in Bagamoyo. Jerusa collaborates with Coca-Cola Kwanza LTD on CSR programs and promotes advocacy through arts and dance. A teacher by profession, she enjoys watching football, netball, and travelling.

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Nancy Orem Lyman, Executive Director, Diamonds Do Good

Tanzania. With 12+ years in hospitality, I now empower women and youth through sustainable farming, clean water access, and education believing that real change begins by planting seeds of opportunity in overlooked communities.

This year the 20 Finalists come from 7 countries: Botswana, India, Lesotho, Namibia, Sierra Leone, South Africa and Tanzania. Which countries will be represented among the winners? And which country will win the grand prize? In 2024 the honour of the grand prize went to Sierra

Have you RSVP'd yet?
#DiamondsDoGoodGrant

Which countries will win?

Date: 18 July 2022
Time: 4pm CEST/ 10 am ET
RSVP: <https://upglive.org/upgbiashara-events-RSVP>

DDG Entrepreneurship Grant Announcement - Which Country

Leone with UPG Biashara Entrepreneur Salamatu Conteh securing USD 20,000.

In 2025 each of the 20 Finalists have demonstrated remarkable resilience and determination to reach the final stage of the Diamonds Do Good® Entrepreneurship Grant. Their businesses represent diverse industries including: agriculture, education, electronics, energy, environment / nature, events, health and health care, jewellery, manufacturing, marketing, real estate and more. And their creative approaches to business solutions as well as their dedication has propelled them forward as outstanding contenders for the Diamonds Do Good® Entrepreneurship Grant 2025.

Here are the Finalists representing 7 countries, they are also visible on this brief video: youtu.be/HOpUqM98Ec4?si=FsPwNSePOT3J6Nns



DDG Grant Announcement - Flyer

What has happened so far? The 20 finalists advanced to the ultimate stage of the process: a "Shark Tank" format. This entailed presenting to an experienced panel, in front of a live audience. During these sessions, the UPG Biashara entrepreneurs showcased their ideas, businesses, and distinct value propositions. Now the next step is the [announcement](#) of the winners and with 10 winners expected to win the prestigious Diamonds Do Good® Entrepreneurship Grant 2025.

When is the announcement? The announcement of the winners takes place on 7 August 2025 from 4pm CEST (10 am EST). And it is possible for those passionate about entrepreneurship to witness the winners of the Diamonds Do Good® Entrepreneurship Grant 2025. While places last, those interested can RSVP here: <https://upglive.org/upgbiashara-events-RSVP>. The event brings together people passionate about entrepreneurship including industry leaders, investors, and supporters who are eager to witness the next generation of entrepreneurial success stories.

And so who will win? "The Finalists for the Diamonds Do Good® Entrepreneurship Grant are outstanding and each of them is a winner! Once the announcement is made, we will be happy and sad at the same time. And we will remain united in the understanding that when any of them wins, then we are all winning. I invite you to keep an eye on all of these entrepreneurs," said Dr. Yemi Babington-Ashaye, President, United People Global.

About Diamonds Do Good®: A not-for-profit organization inspired in 2006 by Nelson Mandela to tell the world about the positive impact of diamonds in Southern Africa. Presently, its primary

objective is to initiate significant transformations within natural diamond communities worldwide and to effectively share these impactful narratives.

<https://www.diamondsdogood.com>.

About UPG Biashara: UPG Biashara is an initiative that supports entrepreneurs in their journey to turn ideas into businesses. This includes growing and strengthening existing enterprises. UPG Biashara provides training, mentorship, financial support and more.

United People Global is a community that encourages and enables people to participate in making the world a better place.

Note to Editors

Social media hashtags: #DiamondsDoGoodGrant #UPGBiashara

Learn more about the Diamonds Do Good ® Grant: <https://upglive.org/DDG-Grant>

Learn more about the Diamonds Do Good ®: <https://www.diamondsdogood.com/>

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