

# BENITA SINGH

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**Mercado Global**

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Co-Founded with Ruth Alvarez-DeGolia

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2004 Global Fellow



## BIG BOLD IDEA

Link the world's most rural and economically-disadvantaged cooperatives to the U.S. market through a model that provides both fair wages and investments in the communities' long-term development.

## ORGANIZATION OVERVIEW

Together with partner NGOs, Mercado Global works with women's cooperatives across the world and helps them to create beautiful handmade products. Through an online store and a Fair Trade Sourcing Program, it then finds the markets for their products. All of Mercado's sales provide women with fair wages and investments in their children's education.

## PERSONAL BIO

Benita Singh became the President and Co-Founder of Mercado ("market") Global in 2004 while a college senior, and is currently a marketing and branding consultant for fair-trade organizations and companies. She was most recently the Vice President of Marketing for the League of Artisans program, an initiative of the American India Foundation. She has received numerous awards, including the YouthActionNet award (2005) from the International Youth Foundation, the "Leadership in Innovative Ideas" from the Social Enterprise Alliance (2005), and was profiled on the cover of Newsweek in 2006 as one of the 15 people "who make America great. Benita is on the board of the International Youth Foundation.

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### Organization/Fellow Location

New York, United States

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### Impact Location

North America

Guatemala

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### Organization Structure

Nonprofit

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