



Name of the Entrepreneur :	Elena Swain
Business Name :	Elena's Fashion
Nature of the Business :	Customized Garments
Type of Business:	--
Loan :	950000
Bank :	Indian Bank
Donor:	FCDO
Contact Details:	8339804802
Turnover:	36 Lakh
Employment:	8
Mentor :	Ajaya Kanta Nayak
Mentor Occupation:	Proprietor
Description:	<p>Unhappy with her low-paying fashion-designing job, Elena Swain, sole proprietor of Elena Fashion decided to become an entrepreneur. With an initial investment of 1.5 lakhs in 2018, she began at a small-scale by selling a wide range of stitching items, facial masks, and own designed handloom products. Added to that she always wanted to establish the heritage of Pattachitra (icon paintings and spectacular drawings closely related to the culture of Shri Jagannath) in Odisha Handloom. Today, she has expanded her business with a turnover of 36 Lacs in 5 years and now strengthening local supply chains by creating more employment opportunities.</p>