

# SEVA MANDIR SCHOOL

S P O R T S F A C I L I T Y D E V E L O P M E N T

  
Peramma

**GIRLS ARE  
AWESOME**





# THE PROJECT

Peramma and Girls Are Awesome want to empower the girls at Seva Mandir School by creating an environment to practice sports safely.

In 2018 India was declared the most country dangerous for women, and between 2007 and 2016, the reported instances of sexual violence against women rose 83%.

This project will develop safe spaces where students of Seva Mandir School can develop their skills within sports, which is proven to have substantial positive effects on wellbeing, future employment opportunities and earnings potential.

The project will also have the up cycling effect of attracting more students to Seva Mandir.



**COLLABORATING WITH GIRLS ARE AWESOME OPENS NEW COMMUNICATIVE AVENUES AND DRAWS CRUCIAL ATTENTION TO IMPACTFUL PROJECTS.**

## SUSTAINABLE DEVELOPMENT GOALS







# HISTORY

The school was founded in the 1920s by the Danish Missionary, Anne Marie Petersen, who was given the name PERIAMMA (“Great Mother” in Tamil). She was given this name because she dedicated her life to helping young Indian girls to a better life by allowing them to get an education. Her values were inspired by Grundtvig’s teachings on culture and society. Furthermore, she was inspired by Mahatma Gandhi, with whom she became close friends. Anne Marie Petersen lived in India from 1912 up until her death in 1951.

NGO Periamma has been supporting the Seva Mandir school since 2011. There are approximately 2500 students at Seva Mandir, most of which are girls. There are 1200 girls in the boarding school department, and a faculty of about 100 teachers & staff who also live at the school. The school also includes a teaching seminar. A Board of Trustees manages the school - Ms. Leela is responsible for daily management, and Ms. Prabha is the supervisor. Both of these individuals have lived at the school for decades, and therefore carry the history of the school.

Together, Periamma and Seva Mandir School embodies a proud Danish history.



**PERIAMMA WAS FOUNDED TO PROVIDE ACCESS TO EDUCATION AND OPPORTUNITY FOR THOSE WHOSE CIRCUMSTANCES DENY IT.**





# THE SPORTS FIELD

Seva Mandir School owns a plot of land outside the school's walls formerly used for sports which now lays unused due to the increased risk of violence against girls.


It is critical for the girls learning and development to have access to safe spaces to engage in physical activities.

Sports activity (PE) lessons currently take place inside the school walls where there are no dedicated sports facilities or equipment. This lack of suitable conditions and safety on the existing field has harmed the schools' ability to attract new students.

The solution to all of this is simple - create a safe space to practice physical activity.

Seva Mandir is unable to fund the rebuild. Therefore, our goal is to develop sports facilities, as well as the re-establish the wall surrounding the area.

With adequate support, Peramma and Girls Are Awesome want to give the girls a field that is empowering, fun and educational.



**IN THE LONG-TERM, SPORTS PARTICIPATION POSITIVELY AFFECTS A GIRL'S FUTURE EMPLOYMENT STATUS AND EARNINGS POTENTIAL. PLAYING SPORTS LOWERS THE RISK OF HEALTH-RELATED ISSUES AND DECREASES RATES OF DRUG USE AND HIGH-RISK BEHAVIOURS.**





# DETAILS

## DONATIONS WILL GO TOWARDS

- Establishing a new wall/enclosure
- Artificial grass field
- Necessary equipment like nets, balls, rackets
- Lighting
- Maintenance

Peramma will attract donations from private Danish sponsors, corporate foundations.

In collaboration with Girls Are Awesome, we will document the impact we create and tell the story of Seva Mandir and its students.

## WHERE?

On the east coast of India, south of Chennai - Seva Mandir is located in the small village Parangipettai in the Tamil Nadu region.







# OUR CONNECTION

A random conversion led Periamma founder, Ole Hoyerto to the discovery of an unusual family member. Ole found out that his great-grand-aunt, Anne Marie Petersen, was a Christian missionary turned philanthropist and dear friend of Gandhi.

For nearly 30 years, Anne Marie wrote letters with Gandhi. Between them they discussed religion, philanthropy, even geopolitical decision-making. In an 832-page biography written by Danish author Tine Larsen, Anne Marie is described as a brave, persistent and dearly loved person. During her time in India, Anne Marie founded a school on the east coast, south of Chennai.

The school came to be known as Seva Mandir.



**OLE HOYER FOUNDED PERIAMMA IN 2011, AND THE ORGANIZATION HAS SUPPORTED SEVA MANDIR GIRLS SCHOOL SINCE THEN. IT STILL CARRIES ANNE MARIE PETERSEN'S PHILANTHROPIC, YET AMBITIOUS VALUES.**



# INTERESTED IN SUPPORTING?

Reach out to:  
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