

SELFIE WITH DAUGHTER

SELFIE WITH DAUGHTER: HOW A VILLAGE SPARKED A GLOBAL MOVEMENT

In the quiet village of Bibipur, nestled in Haryana's Jind district, a young Sarpanch named Sunil Jaglan was about to change the course of history.

It all began on January 24, 2012, when Sunil's life took a joyous turn: he became a father to a baby girl. Elated, he walked up to a nurse at the hospital, handed her Rs. 2000, and asked her to distribute sweets in celebration of his daughter's birth. But the nurse hesitated. "We usually do this only when a boy is born," she said with quiet honesty.

That single sentence shook Sunil to his core.

The Birth of an Idea

Sunil couldn't ignore what he had just experienced—a reflection of the deep-rooted gender bias that still gripped even the hearts of those in the caregiving profession. Rather than accept this as a norm, Sunil decided to act. Shocked by this bias, Jaglan checked his village records and found a dismal sex ratio in Bibipur, reflecting widespread female foeticide. By the early 2010s, Sunil Jaglan had already begun to reshape his community's outlook on gender. A passionate reformer, he was working hard to transform the Indian government's "Beti Bachao, Beti Padhao" (Save the Daughter, Educate the Daughter) campaign into a true people's movement in his village of Bibipur, Haryana.

One of his boldest steps was organizing an unprecedented event: the "**Lado Panchayat.**" Traditionally, khap panchayats were **male-only councils**, known more for enforcing rigid customs than promoting change. But under Sunil's leadership, this one was different. For the first time, women were invited to the table, and the council came together to publicly condemn sex-selective abortion — a powerful shift in a deeply patriarchal setting.

But Sunil didn't stop there.

He introduced "**women's happiness charts**" to monitor the well-being of women in homes, and created "**Balika Sabha**" (girls' assemblies) to give young girls a platform to speak, share, and be heard. Despite the success of these programs, by **2015**, Sunil was searching for something even simpler — an idea that could go **beyond village boundaries** and touch hearts across the nation.

That idea came unexpectedly on June 9, 2015. He was watching his toddler daughter, Nandini, playing with a smartphone. On a whim, Sunil snapped a selfie with her — just a casual, loving moment between a father and his child. He posted it on social media, thinking little of it.

But that simple photo lit a spark.

It wasn't just a selfie — it was a statement. "A proud father" "A beloved daughter" A new narrative. Unknowingly, Sunil had planted the seed of a viral movement.

That moment became the beginning of **"Selfie With Daughter,"** a campaign that would soon ripple across India and the world, redefining how society viewed girls .

On **June 9, 2015**, Sunil launched the campaign that was both simple and revolutionary: **"Selfie with Daughter."** The idea was to encourage fathers and families to proudly share selfies with their daughters on social media—a small gesture with a powerful message. It aimed to challenge the societal norms that devalued girls, and instead, celebrate them.

The movement resonated so strongly that **Prime Minister Narendra Modi** praised it in his **Mann Ki Baat** radio address in **July 2015**, calling it a "brilliant social media initiative." He applauded the young Sarpanch from Haryana for turning a government campaign—**Beti Bachao, Beti Padhao**—into a people's movement.

Milestones on the Journey

As the movement grew, so did its message. It wasn't just about taking selfies; it was about reshaping mindsets. Fathers across India and later, the world, began to proudly showcase their daughters, telling stories of strength, joy, and ambition. And in 2016, a significant leap was made—a digital platform was launched to act as a global museum of these stories. The "Selfie with Daughter" online museum became a vibrant archive of hope, where people from all walks of life uploaded their pictures and shared heartfelt experiences, united by the pride they felt for their daughters.

Then came a milestone moment. On June 9, 2017, the President of India, Pranab Mukherjee, inaugurated the official "Selfie with Daughter" mobile app. This was no longer just a grassroots campaign—it had become a national symbol of gender pride and transformation. Quoting his words "I congratulate Shri Sunil Jaglan while launching the mobile app "Selfie with daughter". Shri Jaglan's efforts in initiating this campaign in Haryana are praise worthy. Selfie with Daughter has become a worldwide movement against female and sex selection. I hope that this would eventually help in dealing with the problems arising out of gender imbalance. The urge people to take photographs with their daughters and upload on the app to make the campaign a success ----- Shri Pranab Mukherjee"

Each year, the campaign evolved with a new theme, keeping it fresh and relevant. In 2023, the spotlight was turned to the strength and resilience of differently-abled girls and women. That year's Selfie with Daughter Day celebrated their stories—of overcoming obstacles, defying expectations, and inspiring others. In 2024, the campaign linked with the democratic pulse of the nation, highlighting first-time female voters. It was a powerful message: daughters are not just to be celebrated at home, but also empowered to shape the nation's future.

Prime Minister Narendra Modi, during his 100th "Mann Ki Baat" radio broadcast in 2023, reflected on the heart of the campaign. "The campaign's objective was neither the selfie nor technology, but the importance given to the daughter," he reminded the country. These words echoed what many had come to believe—that behind every photograph was a small revolution.

And the results spoke for themselves. In Haryana, where it all began, change was taking root. By 2023, the sex ratio at birth had climbed to 923 girls for every 1,000 boys, up from a dismal

871 in 2014. Government interventions played a crucial role—crackdowns on illegal sex-determination clinics, strict enforcement of the PCPNDT Act, and mass awareness campaigns. But it was efforts like Jaglan's, rooted in emotion and community pride, that breathed life into policy.

(This can be printed on the side in the brochure to give a glimpse)

- **June 9, 2015:** The campaign was launched by Sunil Jaglan, the sarpanch of Bibipur village in Jind district of Haryana, on 9 June 2015..
- **July 2015:** Gained national recognition after PM Narendra Modi mentioned it in his *Mann Ki Baat* radio address.
- **June 9, 2016:** .Launch of selfie with daughter online museum by then health minister of Haryana Shri Anil Vij (World First online museum to upload selfie with daughter – www.selfiewithdaughter.org .
- **June 9, 2017 :** Launch of an app about the campaign by former president of India Late Shri Pranab Mukherjee.
- **2018 :** A dedicated website about the rights of women was developed.(<https://selfiewithdaughter.org/upload-selfie.php>). Honable Prime minster of India shri Narendra Modi ji talked to Shri Sunil Jaglan ji about the programme in 50th mann ki baat programme.
- **2019 :** An all women selfie campaign was launched which focused on the single mothers. Campaign was further appreciated in economic survey of India.
- **2021:** Following the footpaths in India campaign was further expanded to and was launched in Nepal by “**Nepal Internet Foundation**”
- **April 30, 2023 :** Honable Prime minster of India Shri Narendra Modi ji highlighted the programme in 100th mann ki baat programme.

From Village to the World: The Global Journey of the "Selfie with Daughter" Campaign

What began as a heartfelt photo in a small village in Haryana has grown into a global movement—one that transcends borders, languages, and cultures. The *Selfie with Daughter* campaign, started by Sunil Jaglan in Bibipur, was initially a local gesture aimed at addressing the stark gender imbalance in his state. But it quickly resonated with people far beyond the borders of Haryana, striking a universal chord of pride, love, and hope.

As the campaign spread, so did its impact. By 2020, over **20 lakh (2 million) selfies** had been uploaded to the campaign's online platforms, a number that included not only participants from across India but also parents from over **80 countries** around the world. From the bustling cities of the United States to remote villages in Africa, people embraced the campaign's simple yet powerful message: daughters deserve to be seen, celebrated, and empowered.

The campaign's success was bolstered by the support of high-profile personalities who helped amplify its reach. Bollywood actors like **Kajol** and **Sanjay Dutt** shared affectionate selfies with their daughters, using their celebrity platforms to lend visibility to the cause. In the sports world, Indian badminton champion **Saina Nehwal** and global tennis icon **Serena Williams** joined in, either posing with their daughters or being honored in selfies by their proud parents. Even fashion mogul **Victoria Beckham** posted a "selfie with daughter," further signaling that this was not just an Indian movement, but a global one.

During the early days of the **COVID-19 lockdowns in 2020**, when the world was confined to homes and looking for moments of connection and hope, the campaign experienced a remarkable resurgence. In a single month, over **47,000 new selfies** were uploaded. Families used the opportunity to celebrate their daughters, sharing positive stories and images that brought a sense of unity and optimism in a time of crisis.

The movement's rise on the international stage did not go unnoticed. **Prime Minister Narendra Modi**, who had been an early and vocal supporter, continued to promote the campaign in speeches and global events. From a **meeting with CEOs in Silicon Valley** to an electrifying address at **London's Wembley Stadium**, Modi hailed "Selfie with Daughter" as a "**global movement**", calling it a testament to India's evolving values and its commitment to gender equality.

On **June 9, 2021**, the ripple effect reached **Nepal**, where the Nepal Internet Foundation "adopted the campaign, marking a significant milestone in the campaign's international journey. In partnership with Jaglan's foundation, Nepalese communities embraced the celebration, encouraging citizens to honor their daughters through photos, public events, and educational drives.

From a humble village in Haryana to countries across the globe, *Selfie with Daughter* has proven that change can begin with something as simple as a photograph. What started as a father's love for his daughter has now become a symbol of dignity, empowerment, and pride for girls everywhere—a powerful reminder that sometimes, the smallest actions spark the biggest revolutions.

Beyond the Selfie: Sub-Campaigns and Social Change

What makes "Selfie with Daughter" more than just a photo trend is its power to inspire deep social transformation. Over time, it became the mother campaign for several powerful spin-offs:

Acting as an umbrella campaign from "Selfie with Daughter" several sub campaigns have emerged out from it:

1. Selfie with Daughter App: A mobile application was launched to collect and showcase selfies from across the country, creating a digital photo-wall of pride and change. The **Selfie With Daughter App** is a unique digital platform launched by **Sunil Jaglan**, founder of the

renowned *Selfie With Daughter* movement, which began in a small village in Haryana and inspired millions globally — even receiving praise from the Prime Minister of India.

The app encourages parents to upload selfies with their daughters to promote gender equality, celebrate girl children, and shift social attitudes about the value of daughters. More than just sharing pictures, the app creates a **positive digital space** for storytelling, awareness, and collective pride.

2.Selfie with Daughter Global Campaign: What started as a grassroots effort quickly grew into a **global movement**, inspiring millions across India and the world. Endorsed by global leaders, including the Prime Minister of India, and covered by major international media, the campaign sparked a social media wave where parents from over 100 countries posted selfies with their daughters using the hashtag **#SelfieWithDaughter**.

3.Gali band ghar : In 2014, as the Sarpanch of Bibipur village, Sunil ji passed a resolution to **ban the use of abusive language against women**. The campaign gained strong community support and had a significant positive impact — for the first time, such incidents were openly discussed in the **Gram Sabha**, and those who used abusive language were held accountable.

Building on this momentum, in 2016, we implemented the **Bibipur Model of Women Empowerment and Village Development** in Taloda village, Jind, under the **Sabla Campaign**. It was decided that **strict legal action, including FIRs**, would be taken against anyone found abusing women.

By 2019, through continued work and community feedback, we realized that the psychology of abuse begins at home — the smallest unit of society. If we can have open discussions within families and remove abusive words from our daily conversations, we can gradually eliminate this toxic habit from public spaces as well. **When homes become abuse-free, so can villages and eventually society at large.**

With this understanding, the **Sabla Campaign** launched the impactful initiative: **“Gali Band Ghar”** — a movement to stop verbal abuse at its root by transforming homes into respectful, abuse-free spaces.

4.Period Chart (Jan 1, 2019) : "Wall of Cycles: Break the Silence. Share the Dates. Support the Flow."

Turning Walls into Windows: A bold campaign where menstrual calendars are proudly displayed for all women and girls — normalizing periods, ending the silence, and inspiring men and boys to stand in support, not in ignorance

When Sunil Jaglan’s elder daughter began growing up, he realized how important it was to have an open and supportive conversation about menstruation. Instead of shying away, he reached out to doctors, learned about menstrual health, and discovered just how many women and girls suffer in silence — not because of the period itself, but because of the stigma around it.

What started as a father's personal quest for understanding turned into a powerful idea in 2019: **period charts displayed openly on walls** — at home. A visual step toward breaking the silence, creating awareness, and inviting men and boys to be part of the conversation — not as bystanders, but as allies.

5.Lado name plate : In many Indian households, only the names of male members are displayed at the entrance — on nameplates that reflect ownership, identity, and pride. But what about the daughters? The "Lado Name Plate" campaign challenges this tradition by proudly placing the names of girls and women on the front doors of their homes.

Launched to affirm the value, identity, and equal standing of girls in society, this campaign reclaims visibility for daughters — not just in families, but in the public eye. It's a small plate with a big message: **"Our daughters belong here. Their presence matters. Their names deserve to be seen."**

6.Lado panchayat : The **Lado Panchayat** was founded in 2012 by Sunil Jaglan, following his initiative *Selfie With Daughter*, as a women-oriented alternative to the traditionally male-dominated Khap Panchayats in North India. The first such Panchayat in Bibipur, Haryana, saw a significant number of women raising their voices against female feticide, marking a shift toward gender inclusion. Built on positive values of community leadership, Lado Panchayats are now conducted by girls and young women, supported by elder women, to address key issues like legal marriage age, education, health, property rights, and financial independence. The process includes community consultations, formation of local WhatsApp groups, digital invitations, and democratic selection of a *Pradhan* (leader) who conducts the Panchayat. A resolution and Charter of Demands are drafted by the participants and submitted to authorities, making Lado Panchayat a grassroots platform for real, actionable change in women's empowerment.

7.Lado pustakalya : **Lado Pustakalyas** (Daughter Libraries) are community-driven libraries established under the broader *Lado* movement to foster a culture of learning, leadership, and empowerment among girls and young women. Initiated by Sunil Jaglan, these libraries are set up in villages and semi-urban areas where access to quality educational resources is limited. Each Lado Pustakalya is managed by local girls, reinforcing ownership and responsibility while promoting reading, awareness of rights, and academic growth.

The libraries offer books on education, health, legal rights, financial literacy, and inspirational stories of women leaders — becoming safe and inclusive spaces for discussion, learning, and dreaming big. More than just book collections, **Lado Pustakalyas are centers of change**, helping girls rise as informed, confident individuals ready to lead.

8.Integration with Government Schemes: The campaign is closely linked with "Beti Bachao, Beti Padhao" and National Girl Child Day activities.

Voices of Recognition

The campaign gained admiration from some of India's most respected leaders:

Praise from National Leaders

The *Selfie with Daughter* campaign, which started in a small village in Haryana, quickly captured the attention of the nation—and soon, the world. Among its most prominent supporters was Prime Minister Narendra Modi, who mentioned the campaign multiple times during his *Mann Ki Baat* programmes and public speeches, recognizing its emotional and social impact.

In his *All India Radio* broadcast on **28 June 2015**, Modi praised the campaign for its relevance to the *Beti Bachao, Beti Padhao* mission, especially in states like Haryana where the sex ratio was alarmingly skewed:

"I liked this idea, and that too for a special reason. In Haryana, the number of girls in comparison to boys is dismally low. Around another 100 districts in the country have a similar dismal situation of skewed sex ratio. But it is the worst in Haryana. In that very same Haryana, if a Sarpanch of a small indistinct village lends this meaning to the "Beti Bachao Beti Padhao" programme, then I certainly get overwhelmed."

— **Shri Narendra Modi**

He urged citizens across the country to join the movement by posting selfies with their daughters—a gesture of pride and commitment.

In another *Mann Ki Baat* broadcast on **20 September 2015**, the Prime Minister reflected on how a casual suggestion had evolved into something far greater:

"I had just casually mentioned about selfie with daughter and what a movement it became. The whole world was amazed. Lakhs of people, perhaps from all the countries of the world posted a selfie with their daughters. What dignity did it lend to our daughters? Anyone who clicked this selfie not only boosted their daughter's confidence but also made a commitment to them. Whosoever saw it realized that they will now have to give up the indifferent attitude towards daughters. This was a kind of a silent revolution."

— **Shri Narendra Modi**

The campaign's momentum continued to grow. At a massive gathering of the Indian diaspora at **Wembley Stadium in London** on **14 November 2015**, Modi described it as more than a national trend:

"I was surprised that it had become interest of everybody's mobile in the entire world. It had become a 'Jan Andolan' (movement). They may be top politicians of the world, senior personalities of education sector or economic sector, everybody circulated selfie with their daughter on their mobile phones."

— **Shri Narendra Modi**

He highlighted how the campaign, born from the initiative of a village sarpanch, had created pride among mothers and daughters worldwide.

Later that month, during a **meeting with Silicon Valley CEOs in San Jose, California on 27 November 2015**, Modi again underlined the global reach of the initiative:

"An initiative by a father in Haryana to draw attention to the girl child" that "became an international movement."
— **Shri Narendra Modi**

Three years later, in **November 2018**, the Prime Minister continued to express his admiration for the campaign during his broadcast:

"Who would have imagined that a small campaign “selfie with daughter” starting from a small village in Haryana would spread not only throughout the country but also across other countries as well."
— **Shri Narendra Modi**

Finally, during the landmark **100th episode of *Mann Ki Baat* on 30 April 2023**, broadcast live from the **United Nations Headquarters in New York**, Modi revisited the campaign’s journey and its lasting impact:

"The 'Selfie with Daughter' campaign impressed me a lot and I mentioned it in my episode. Soon the 'Selfie with Daughter' campaign went global. The purpose of this campaign was to make people understand the importance of daughters in life."
— **Shri Narendra Modi**

From a quiet village in Haryana to global platforms, the *Selfie with Daughter* campaign became a people’s movement—a *jan andolan*—celebrating daughters, challenging prejudice, and changing the way the world sees the girl child.

Former President Late Shri Pranab Mukherjee: , Former President of India, **Pranab Mukherjee**, praised the **Selfie With Daughter** campaign as a remarkable initiative that beautifully captures the essence of valuing and celebrating girl children. He highlighted how this movement, started by Sunil Jaglan in a small village, has inspired millions across the country to change their mindset about daughters, promoting gender equality and challenging deep-rooted societal biases. By encouraging fathers to take and share selfies with their daughters, the campaign sends a powerful message that daughters are a source of pride and joy, deserving equal respect and opportunities. Pranab Mukherjee’s endorsement helped elevate the campaign’s visibility, further strengthening its impact at both national and international levels.

Celebrity Support

The campaign received enthusiastic support from celebrities across various fields, which significantly amplified its reach:

The **Selfie With Daughter** campaign has seen incredible support from celebrities across the globe. From bollywood stars like **Sanjay Dutt**, Priyanka Chopra, Ajay Devgan & **Kajol** and Kapil Sharma to fashion icon **Victoria Beckham**, **Kardashian sisters** and **Hollywood actor Vin Diesel** have shared heartfelt selfies with their daughters. Sports icons such as badminton champion **Saina Nehwal** with her father, hockey player **Rani Rampal** with her mother, Paralympian **Deepa Malik**, Olympian **Sakshi Malik**, **Indian cricketer Sachin Tendulkar**, **international football player David Beckham**, **Diego Maradona** and **Cristiano Ronaldo**, tennis legend **Serena Williams** and Nobel prize winner Kailash Satyarthi have also joined the movement. British pop singer **Lilly Allen** have contributed selfies with their daughters, further elevating the campaign's global reach.

10th Anniversary Of Selfie With Daughter :

This year marks the 10th anniversary of *International Selfie With Daughter Day*, a movement that began in 2015 and has since become a powerful global campaign celebrating daughters and advocating for gender equality. Since its inception, approximately 7 lakh selfies with daughters have been shared from all corners of the world. What started in India has ignited change across South Asia—from Nepal, Bhutan, and Bangladesh to Afghanistan, Sri Lanka, the Maldives, and beyond.

The campaign's message has transcended borders, receiving widespread support in countries such as the USA, Canada, Germany, Japan, Finland, South Korea, Russia, and China. The hashtag *#SelfieWithDaughter* has been posted more than 2 lakh times across social media platforms including Facebook, X (formerly Twitter), Instagram, and LinkedIn.

Over the years, this initiative has helped shape more gender-sensitive narratives in the media. Notably, before June 9, 2015, there were no newspaper headlines mentioning *Selfie With Daughter*. Since then, thousands of articles have carried this empowering headline, reflecting the movement's deep societal impact.

As we celebrate a decade of this inspiring campaign, the theme for this year highlights two pressing issues: ending "*Kanya Bharun Murder*" and confronting the harmful traditions of "*gali band ghar*". The term "*murder*" has been deliberately included to emphasize the grave reality of female foeticide and the urgent need to address it.

"Selfie with Daughter" stands as an outstanding example of how a simple idea, rooted in local action, can spark a national—and even global—movement. By involving families directly and using the reach of social media, the campaign has played a significant role in reshaping perceptions, inspiring pride in parenthood of daughters, and promoting gender equality at the grassroots level.

Let us all come together to celebrate daughters, support equality, and take a stand against discrimination. Join hands, raise your voice, and participate in this global movement—because every daughter deserves to be seen, heard, and cherished.