



# Swachh Bharat Mission

- India's Journey towards Cleanliness and Improved Sanitation
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# Understanding the Swachh Bharat Mission



- Launched in 2014, SBM is India's ambitious drive to eliminate open defecation and foster sanitation habits.



## **Purpose Behind SBM**

- India faced sanitation challenges, with low coverage before SBM. This mission aimed to address hygiene issues, especially in rural areas.



# Sanitation in India - A Historical Overview



- Earlier programs, like CRSP (1986) and Nirmal Bharat Abhiyan (2012), made limited progress.