

Eklavya Prasad

Eklavya Prasad leads *Megh Pyne Abhiyan* (MPA, a grassroots public charitable trust), literally meaning Cloud Water Campaign, conceptualized, and sketched by him and working in partnership with local non-government organizations, and supported by resource institutions, individuals and volunteers in rural north Bihar and rural and urban areas in Jharkhand state. Through MPA, Prasad is working on issues concerning resilience and adaptability amidst extreme weather conditions, participatory groundwater management, safe and secure drinking water processes and technologies, and hygienic and contextual sanitation management, through collective accountability and action. He is committed towards behavioural change amongst the rural and urban communities, to effectively revive, innovate and institutionalize water-based engagements. However, much beyond that, the wider mandate is to stimulate collective action and accountability towards a 'common good' amongst the local community. Prasad has been guided by the experiences accumulated while working on several rural concerns for past 22 years.

Perceptions and actions of Eklavya Prasad have been guided from the experiences accumulated while working on wide ranging rural issues (team building, skill and capacity enhancement, natural resource management, flood rehabilitation, contextual agriculture practices, localized housing, livelihood and economic development, mainstream and alternate media, photo documentation), carrying out field action research, conducting monitoring and evaluation tasks in South and South East Asia and East and Central Africa, and steering grassroots implementation agencies.

Eklavya Prasad, has photographed the lives of people in rural Bihar while leading the grassroots organization. His images capture the complexity and beauty of the human spirit and depict the strength, determination and vivacity of the people who have survived the floodwaters. His different frames project the character of the region, and range of experiences, from the disastrous aftermath to periods of relative normalcy, and facilitate a more comprehensive understanding of the Bihari people's day-to-day struggle and inner strength for survival.