



# INSPIRA ADVISORY & CONSULTING LTD.

*South Asia Regional Digital Initiative (SARDI)*

OUTCOME COLLECTION  
October 2023



# PROJECT OVERVIEW

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**CLIENT:** USAID/India and Indo Pacific Office, Digital Connectivity and Cybersecurity Partnership (DCCP) Initiative

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**POP:** May 16, 2022 - June 30, 2023

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**BUDGET:** \$192,343

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Inspira Advisory & Consulting Limited, through Digital Frontiers' South Asia Regional Digital Initiative (SARDI), builds digital literacy and promotes cybersecurity best practices to MSMEs by improving cyber threat awareness and familiarity with digital tools through their Cybersecurity Awareness Campaign.



# OUTCOME 1

## BUILDING CAPACITY AND AWARENESS AMONG MSME OWNERS

### PROBLEM AND APPROACH

In 2022, **69% of MSME owners** in Bangladesh knew the term “cybersecurity”, but only a minority could identify specific cybersecurity threats. **57% of entrepreneurs** with low exposure to digital tools never heard of the concept of cybersecurity.

To increase cybersecurity awareness, Inspira launched the “Bebshay Digital Shurokkha” (Digital Business Security) campaign, which included a Facebook page for spreading information about cybersecurity practices and for interacting directly with business owners, a resource-filled website, and a series of workshops providing hands-on training.

### OUTCOME

Since the campaign, the major change in program participants’ attitudes around cybersecurity was their increased confidence in using digital tools in the face of cyber threats, and their level of comfort with using online platforms to expand their businesses online.

### LESSONS LEARNED

- ▶ Education on cybersecurity best practices fosters safe business expansion.
- ▶ MSME owners need a “human touch” to their cybersecurity support.
- ▶ Align cybersecurity campaigns’ platforms and tactics with their objectives.
- ▶ Cybersecurity awareness boosts users’ autonomy to prevent cyber threats, which safeguards businesses and Bangladeshi society at large.





Multiple workshops were hosted to educate and train MSME owners and entrepreneurs on digital platform use.



# OUTCOME 2

## PROCESS FOR INNOVATIVE HUMAN-CENTERED DESIGN

### PROBLEM AND APPROACH

Inspira quickly found that their initial proposals to configure Bangladesh's cybersecurity interventions to the ones similarly deployed in other Southeast Asian countries, to reach targeted audiences with educational events, and to provide an inclusive social media awareness campaign, were inadequate. Instead, Inspira adopted a unique, iterative approach to development that centered on human experience.

### OUTCOME

Inspira adopted an innovative approach called the Minimum Viable Product (MVP), launching prototype intervention models and testing them in real development contexts. Inspira tailored interventions for MSME owners, engaged entrepreneurs through a door-to-door education campaign, collaborated with the SME foundation to reach other business organizations, and introduced new cyber concepts in a digestible manner for all participants.

### LESSONS LEARNED

- ▶ The MVP approach requires staff to be grounded, empathetic, good communicators, and code-switchers, equally comfortable in all dialects and social registers to engage with stakeholders from across the social spectrum.
- ▶ Need to include diverse subject-area experts to develop innovative programming.

Community theater performances ('Gambhira') presented cyber awareness messaging to audiences from rural/peri-urban regions.

# OUTCOME 3

## DRIVING DEMAND FOR CYBERSECURITY SERVICES

### PROBLEM AND APPROACH

Despite **one-third of MSME owners** had experienced cyberattacks, **62%** believed their businesses were safe from cyber threats. To raise awareness and promote digital hygiene, Inspira took three key steps: partnering with public and private sectors, incorporating marketing and consumer psychology in content, and maintaining engagement via the One-Stop Service Desk (OSD).

### OUTCOME

The response to the cybersecurity workshops was largely enthusiastic among entrepreneurs, but also among the **300 parents and guardians** who requested social media training. To respond to the growing demand for cybersecurity upskilling and services among MSMEs and the public alike, Inspira forged strategic partnerships with two government institutions:

- **Aspire to Innovate (a2i)** and the **SME Foundation** catalyzed Inspira's provision of cybersecurity services, bolstered citizen participation in workshop activities, and disseminated awareness on cyber risks, threats, and safety to larger audiences.

Inspira also architected the OSD help desk. Within **6 months** of its establishment, OSD received **393 queries** and **30 incident reports**, 24 of which were resolved.





## LESSONS LEARNED

- ▶ Validate business associations that could become partner organizations—organizations that may look superficially reputable and efficient may not have the resources to support a partnership and should also be vetted to gauge their influence in their entrepreneurial community.
- ▶ With larger organizations and corporations, if there's no legal risk, begin partnership work before paperwork is complete to leverage the influence of high-level partners while still operating on the timeline an international development project requires.



# SIGNIFICANCE AND IMPACT INSPIRA ADVISORY & CONSULTING LTD.

## OUTCOME 1

### Building Capacity and Awareness Around MSME Owners

Participants who ranged from having lower exposure to digital tools to higher digital exposure across diverse geographical areas, both demonstrated greater cybersecurity awareness and newfound confidence from the digital upskilling activities. When asked what specific skills they developed through participating in Inspira's workshops, all of the entrepreneurs DAI interviewed were able to identify one or more.

BEFORE  
WORKSHOP

60%

OF PARTICIPANTS

SCORED  
BELOW  
50%

ON THE CYBERSECURITY  
PRE-ASSESSMENT

AFTER  
WORKSHOP

THE FAIL RATE WAS  
LESS THAN

10%

# SIGNIFICANCE AND IMPACT

## INSPIRA ADVISORY & CONSULTING LTD.

### OUTCOME 2

#### Process for Innovative Human-Centered Design

The Minimum Viable Product (MVP) approach that Inspira adopted to implement a dynamic and groundbreaking cybersecurity campaign allowed for a simultaneous execution of activities, which included:

1. Developing social media strategies tailored to engage Inspira's targeted audience—MSME owners
2. Leveraging the partnership with the SME Foundation to pursue targeted audiences through a cultural and dialectal-friendly lens to communicate cybersecurity messages to Bangladesh's diverse demographics. This partnership also opened the door to hosting in-person cybersecurity workshops.
3. Pursuing contextual solutions over global best practices, which prioritized inclusive cyber education for social media users with staggered campaign engagement

650

SME OWNERS  
PARTICIPATED IN  
CYBER AWARENESS  
WORKSHOPS

75%  
WERE  
WOMEN



# SIGNIFICANCE AND IMPACT

## INSPIRA ADVISORY & CONSULTING LTD.

### OUTCOME 3

#### Driving Demand for Cybersecurity Services

Inspira significantly magnified demand for cybersecurity and digital literacy services through their partnerships in three organizational spheres—business organizations, government entities, and financial institutions—expanding the scope of their audience reach through additional workshops and sustained engagement.

The implementation of the One-stop Service Desk became a high-profile tool for Inspira with the sheer amount of queries sent by individuals in the first six months of its inception.



24

OF THE 30 INCIDENT  
REPORTS FILED TO OSD  
IN THE FIRST 6 MONTHS  
**WERE RESOLVED**

# SIGNIFICANCE AND IMPACT INSPIRA ADVISORY & CONSULTING LTD.

## IMPACT BY THE NUMBERS



3.4M



REACHED THROUGH  
SOCIAL MEDIA CAMPAIGNS



75K

WEBSITE VISITS  
DURING CAMPAIGN

7

KEY ECONOMIC  
DISTRICTS REACHED

400



ENTREPRENEURS ASSISTED