

2025_BROCHURE

INSPIRA

ADVISORY & CONSULTING LIMITED

Shaping **Future-ready** Solutions



www.inspira-bd.com

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A Peek Inside: **What the Brochure Offers**

This brochure offers a glimpse into Inspira, a consulting firm rooted in a decade-long operational history. Within these pages, we present our range of services, spanning strategic consulting to project implementation, embodying our commitment to excellence.

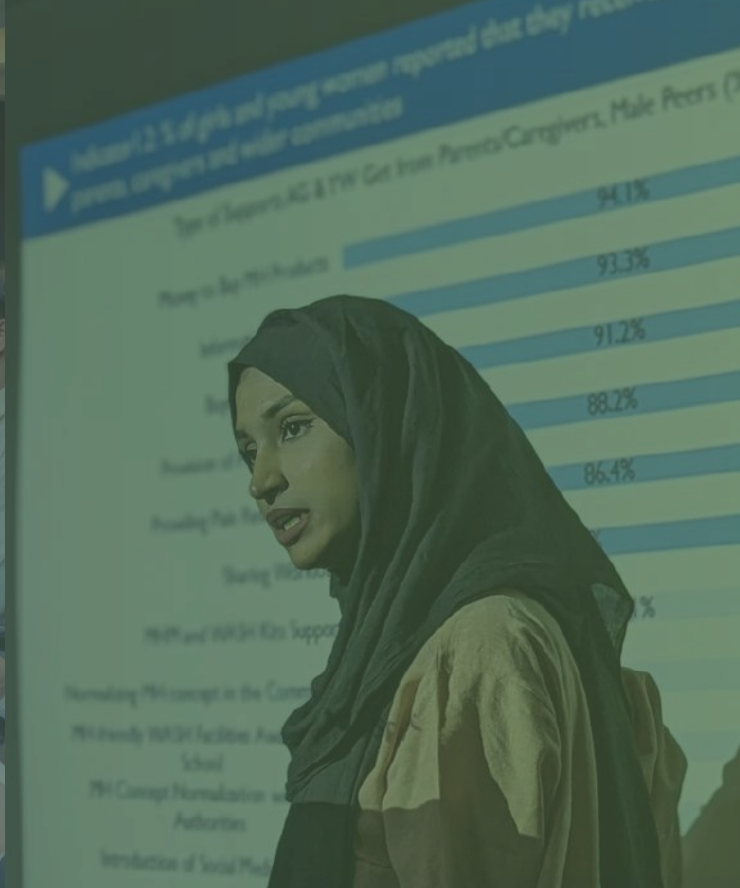
Explore the dynamics of our team, a force cultivated over the years, dedicated to seamless project execution. Our enduring partnerships across diverse sectors stand testament to our proven track record and client-focused approach.

Discover our operational philosophy, guided by transparency and integrity. Gain insights into our facilities, emphasizing efficiency. Inspira is more than a consultancy; it's a reliable partner, backed by diversified pool of consultants & experience in delivering impactful solutions.





ABOUT INSPIRA



General Information

Name of the Organization	Inspira Advisory & Consulting limited
Type of Organization	Private Limited
Company Registration No	C-121178/15
Incorporated from	Registrar of Joint Stock Companies and Firms, Ministry of Commerce, Government of the People's Republic of Bangladesh
Incorporated Under	Companies Act 1994
International Affiliations	Bangladesh Association of Software and Information Services (BASIS)
Operational Years	10
Number of Projects	200+
Number of Clients	90+
Number of Employees	40+
Contact Person	Muntasir Tahmeed, Managing Director +880 1682-596977 ; hello@inspira-bd.com
Mailing Address	House-16 , Road-1/A, Gulshan-1, Dhaka-1212
Thematic Areas	Enterprise Development, Skill Development, Humanitarian Response, Brand & Market Development , Donor Mapping , Gender & Protection , Climate & Environment, Power & Energy, Trade Facilitation
UNGM Number	542045
VIN Number	0000210867 (World Bank)
Unique Entity ID (UEI No)	W2QXJZW9YQE7

***UNGM:** UNGM number is a 6-digit number that allows UN staff to identify your company's account on UNGM.

***VIN:** A VIN, or vehicle identification number, is a unique identifying code given to a vehicle when it's manufactured.

About Inspira

Inspira Advisory & Consulting Limited is a professional services firm, specializing in delivering comprehensive solutions in strategic research, management consulting, and business development services. Our team comprises seasoned experts, with extensive experience spanning over a decade in providing bespoke solutions to a diverse clientele includes government directorates and ministries of the Government of Bangladesh, bilateral donors, leading corporations, local conglomerates, UN agencies and non-profit organizations (NPOs).



Shaping **Future-ready** Solutions



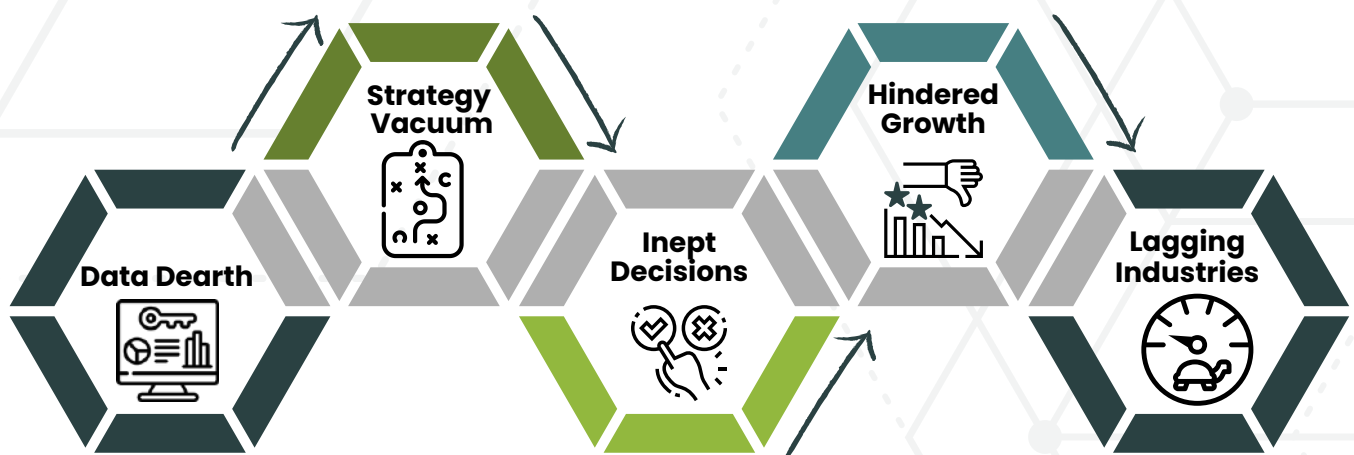
Our Vision

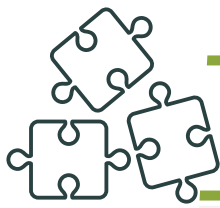
Inspira pioneers knowledge interventions for emerging industries and Inclusive Businesses. Our sector-specialized consultants, despite challenges like data scarcity, provide in-depth insights beyond project scopes. Analyzing complex data, we offer tailored recommendations, ensuring clients stay ahead for sustainable growth.

Our Mission

Fill up the **Data Strategy Vacuum**

Acknowledging the need for the development of economic and socio-economic sectors during Bangladesh's transition from Least Developed Country (LDC) status, Inspira focuses on addressing a crucial challenge. The prevalent data-strategy vacuum in emerging sectors is deterring investors, hindering growth opportunities. In response, Inspira boldly steps up to fill this data dearth, aiming to facilitate better decision-making and spur industry growth. Understanding the pivotal role of development sector partners in shaping the country's growth narrative, Inspira is committed to supporting Bangladesh in its LDC graduation transition.





Inspira at a Glance



10
Years of
Operational
History



Impacted
25+
diverse sectors
& sub-sectors



250+
Assignments
delivered



90+
Clients
served

Conducted
Projects across

45+
Districts



3 Regional setups in Dhaka,
Khulna & Rajshahi

Our Key Thematic Areas of Expertise



Enterprises
Development



Skill
Development



Humanitarian
Response



Gender &
Protection



Power &
Energy



Climate &
Environment



Brand &
Market
Development



Trade
Facilitation



Water & Sanitation
Infrastructure
Development



Private Sector &
Market Systems
Development



Scoping, Donor
Mapping &
Fundraising

Our Team



40+
Consultants &
Researchers

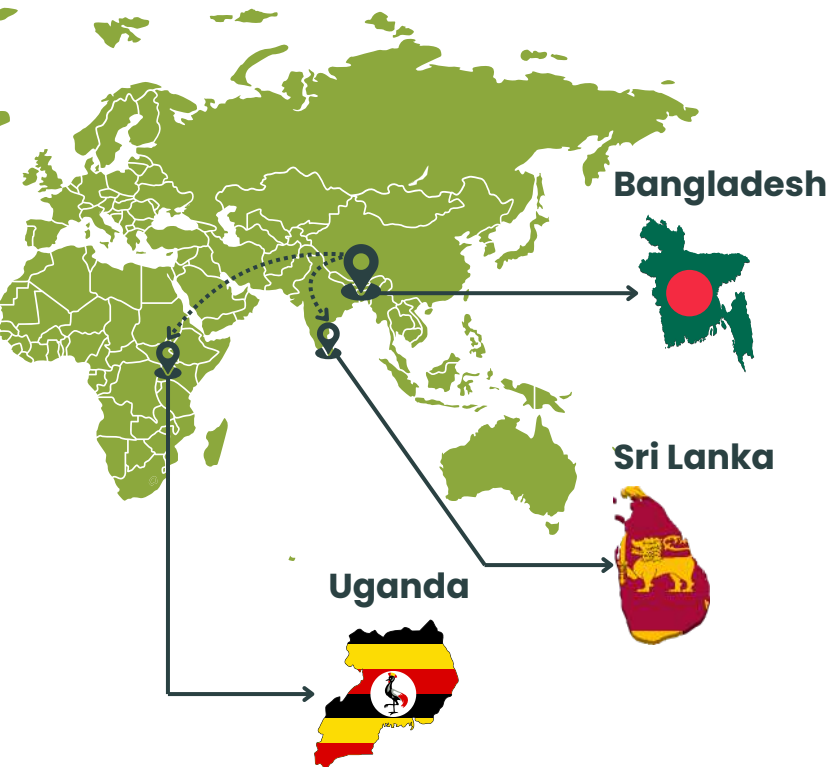


60+
Affiliated
Sector Experts

300+

Enumerator across
64 Districts

INSPIRA'S GONE GLOBAL



Overseas



This year, we extended our reach **internationally** by establishing a presence in **Uganda** and **Sri Lanka**



Conducted
Projects across

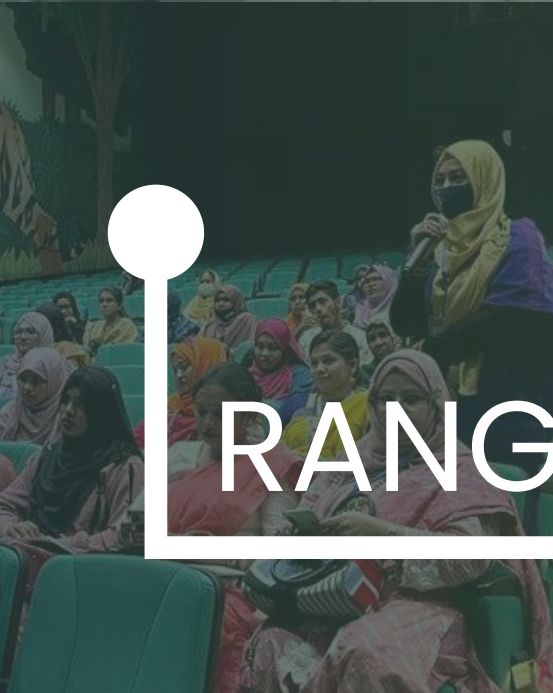
36
Districts



Nationwide



In 2024, Inspira worked with **19 clients** in **36 districts** across Bangladesh

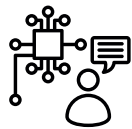


RANGE OF SERVICES





Our Services

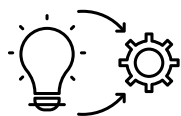


Strategic Research & Consulting

At Inspira, we offer all-encompassing services, spanning capacity building, assessments, advocacy, and domain-specific expertise across industries. Our study frameworks are designed to provide a comprehensive vision in areas such as social research, evaluation studies, sector-specific research, socio-economic studies, financial feasibility studies, market system assessments, consumer behavior studies, brand health analysis and private sector development.

» Range of Services

- Monitoring & Evaluation Studies
- Value Chain Assessment
- Sector Assessment/Industry Analyses
- Rapid Scoping Assessment
- Resource Mobilization Strategy Development
- Regulatory Compliance Review
- Policy Advocacy
- Impact Assessment
- Program and Intervention Design Support
- Social and behavior change communication



Implementation

In addition to research and consulting services, Inspira has successfully executed and developed effective strategy implementations for a diverse clientele, ranging from government directorates to international non-governmental organizations (INGOs). By offering practical solutions and cultivating valuable connections with financial institutions, Inspira expands its impact beyond small businesses to encompass diverse sectors & delivered data-driven communication, incorporating strategies like social media campaigns and online competitions fostering the growth of various sectors & contributing towards a building a sustainable & resilient economy

» Range of Services

- Skills Development and Training
- Digital Transformation Strategy
- Infrastructure Development Advisory
- SME Support and Capacity Building
- Training Curriculum Development
- New Media Communication Design
- Campaign Development & Activation





OUR CLIENTS





Our Clientele



With a diverse clientele, Inspira's impact extends from government entities to International Development Partners. Successfully executing assignments in emerging markets, Inspira actively contributes to achieving SDG goals by fostering sustainable economic development. Beyond borders, the firm is currently expanding its operations in Asia, forming strategic partnerships with global consulting firms.

Government Agencies



**ICT
DIVISION**

FUTURE IS HERE



**Ministry of Power, Energy
and Mineral Resources**



POWERCELL



অসংলগ্ন ইলেকট্রনিক্স সিস্টেম



Sustainable and Renewable
Energy Development Authority

Bilateral Donors & UN Agencies



USAID
FROM THE AMERICAN PEOPLE



AFD
AGENCE FRANÇAISE
DE DÉVELOPPEMENT



Australian Government
Department of Foreign Affairs



Supported by
Switzerland



**International
Labour
Organization**



IOM
UN MIGRATION



unicef



UNESCO



UNOPS

International Consulting Firms



CESI
Shaping a Better Energy Future



PRDC
विज्ञानेन ज्ञानं जीवन्ति



**sgurr
energy**
Sustainable Engineering Worldwide



Our Clientele



Our teams are designed for effective client interaction, combining strong project management and client service skills with advanced quantitative analysis. We prioritize close collaboration with clients throughout our work. We maintain strong connections with experts from academia, industry, and government to bring valuable insights to our clients. Our teams are flexible and diverse, ensuring we can assign the right talent to each challenge. We rapidly scale resources to meet client pitch or planning deadlines.

INGOs & NGOs





SECTOR SPECIFIC EXPERIENCE





Enterprise Development

With a decade of experience, Inspira has actively contributed to SME development through offering practical solutions such as bank-ready plans, connections with financial institutions, and crucial linkages. Collaborating with sector associations and experts, Inspira has supported 1,000+ SMEs in emerging sectors like Light Engineering, Agro-Mechanization, and WASH. Inspira ACL partners with organizations like USAID, SwissContact, Water.org, iDE, GIZ and Concern Worldwide Bangladesh for in-depth market assessments. The goal is to make SMEs investment-ready, and Inspira has successfully established linkages with impact investors and MFIs.



Range of Services

» Access to Market

Market Presence Development:

- Establish strategic web presence for additional revenue.
- Utilize product visuals on social media for promotion.

Catalog & Packaging Support:

- Create brochures/product catalogs
- Provide packaging design ideas for B2C enterprises.

Supply Chain & Linkages:

- Conduct supply chain mapping & connect for collective raw material purchases.
- Link SMEs with lead firms for product collaboration

» Access to Finance

Business Plans & Document Readiness:

- Co-create thorough business plans.
- Identify document gaps through mock audits.

Bank-Enterprise Matching:

- Evaluate SME needs & match with suitable financial institutions.
- Facilitate meetings between SMEs & FIs.

Investor-Enterprise Matching:

- Connect SMEs with potential angel investors/startup platforms & organize events

» Production Facility Assessment

- Diagnose machinery and assess capacity.
- Identify process gaps & technology needs.
- Provide on-site solutions for improvement.

Technical Expert Support:

- Connect SMEs with facility centers for technical services.
- Explore partnerships with institutes for discounted services.



Our Impact



8 Regional Setups

Across Dhaka, Gazipur, Bogura, Khulna, Rajshahi, Chittagong, Cox's Bazar & Rangpur



Delivered
30+ Projects
Undertaken in this domain



2500+ SMEs
SME & Startups under incubation network across Bangladesh



Partnered up with
30+ Industry Stakeholders
Including BFIs/NBFIs/MFIs & Technology Organizations



BDT **1.5Cr+**
SME Financing Processed From various sector



Provided Technical Assistance
1100+ SMEs



Bridging Innovation in Microfinance: INSPIRA's Pioneering Role in Uganda

Inspira Advisory & Consulting Limited has made a significant impact as the first Bangladeshi consultancy to enter the Ugandan market, marking a notable expansion for the firm. With a decade of experience, Inspira has actively contributed to SME development through offering practical solutions such as bank-ready plans, connections with financial institutions, and crucial linkages. Collaborating with sector associations and experts, Inspira has provided tailored solutions to 2,500+ MSMEs across agriculture, light engineering, and WASH sectors, enhancing market access, production quality, and financial linkages. As a trusted Business Development Services (BDS) provider, Inspira has previously collaborated with USAID, DAI, SwissContact and Water.org to deliver impactful market assessments and successfully extended BDS support to MSMEs across Bangladesh and Sri Lanka, and is expanding its transnational operations to Uganda and East Africa this year.

Through facilitating the Ugandan Market, INSPIRA aims to positively influence local communities with customized consulting services which enhance project viability and effectiveness. This move not only demonstrates Inspira's growth but also highlights the potential for Bangladeshi companies to influence international markets through their specialized expertise.

Vibrant Microfinance Ecosystem of UGANDA

» Potential for Growth

Diversified Chain of 1,800+ Institutions

- Uganda boasts a competitive microfinance environment with over 1,800 licensed institutions
- Including Savings and Credit Cooperatives (SACCOs), non-deposit taking microfinance institutions & traditional banks

Robust Demand-Base

- As of 2023, Ugandan Microfinance Institutes serve 1.06 million borrowers, of whom 57% are women

Impact on Job Creation

- Ugandan microfinance plays a crucial role in supporting small businesses, which employ one-third of the working population

» Entrepreneurial Culture

Liberal Microfinance Policies

- The Ugandan government has established liberal microfinance policies that encourage growth and integration into the formal financial system

Untapped Market

- Approximately 79% of credit in Uganda comes from informal sources, indicating a substantial demand for structured financial services (indicating a vast market that remains largely untapped)

Pro-Competitive Regulatory Environment

- In Uganda, while competition is growing, it is not as saturated or overcrowded as the MFI scenario in Bangladesh

» Global South-South Cooperation

Alignment with the SDGs

- Expanding microfinance activities in Uganda aligns with the SDG 17 (which both Uganda and Bangladesh are committed to), fostering mutual growth and collaboration in addressing poverty and inequality

Access to the Southern Resources

- The Global South holds a significant share of the world's resources
- By tapping into these resources through partnerships in Uganda, allows for exploration of innovative financing methods which are less reliant on traditional aid models



Our Impact



3 Transnational Setups

Across Bangladesh, Sri Lanka, Uganda & East Africa



30+ Projects

Undertaken in this domain



2500+ MSMEs

SME & Startups under incubation network across Bangladesh



Partnered up with
30+ Industry Stakeholders

Including BFIs/ NBFIs/ MFIs & Technology Organizations



BDT **1.5Cr+**

SME Financing Processed From various sector



Provided Technical Assistance

1100+ SMEs

Notable Projects

SL No	Name of the Project	Name of the Client
1	Design and Deliver Entrepreneurship Training under BYETS project	Swisscontact
2	Identify Sustainable Financing Models for Care Economy in Bangladesh	UNCDF
3	Comprehensive Study on Challenges and Opportunities for Women and Community Led Businesses in Secondary Cities of Bangladesh	GIZ
4	Market Assessment for Scaling Renewable Energy Technologies in Ecologically Critical Areas	iDE Bangladesh
5	SARDI SME Cybersecurity Awareness Campaign Design and Implementation	USAID, DAI
6	Engagement of Business Development Service (BDS) Provider for the B-SkillFUL Programme Phase II	SwissContact
7	SARDI SME Digital Transformation & Upskilling Activity – Sri Lanka	DAI Global
8	Rapid Assessment of Bangladeshi Small and Medium Enterprises in Rangpur	USAID
9	Support Business Development Planning and Develop Capacity of Oxfam Partners and Staffs of REECALL Project	OXFAM-RDRS
10	Business Development and Fundraising Services for AUHC Partner Enterprise	AUHC

Notable Projects

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3	Comprehensive Study on Challenges and Opportunities for Women and Community Led Businesses in Secondary Cities of Bangladesh	GIZ
4	Market Assessment for Scaling Renewable Energy Technologies in Ecologically Critical Areas	iDE Bangladesh
5	SARDI SME Cybersecurity Awareness Campaign Design and Implementation	USAID, DAI
6	Engagement of Business Development Service (BDS) Provider for the B-SkillFUL Programme Phase II	SwissContact
7	SARDI SME Digital Transformation & Upskilling Activity – Sri Lanka	DAI Global
8	Rapid Assessment of Bangladeshi Small and Medium Enterprises in Rangpur	USAID
9	Support Business Development Planning and Develop Capacity of Oxfam Partners and Staffs of REECALL Project	OXFAM-RDRS
10	Business Development and Fundraising Services for AUHC Partner Enterprise	AUHC

Notable Projects

SL No	Name of the Project	Name of the Client
11	Scoping Study & Business Plan Development of RDRS Enterprise Private Ltd (REPL): Focusing on Some Specific Handicrafts and Other Micro-Enterprise Products	RDRS Enterprise Private Limited DCA
12	Water and Sanitation Services Small & Medium Enterprise Landscaping Assessment	Water.Org
13	Water & Sanitation Infrastructure Development Advisory Services in Bangladesh	Water.Org
14	Assessment of the efficacy of COVID-19 Response Activities of WEESMS	International Development Enterprise (iDE)
15	Value Chain Analysis (VCA) of the eight sectors women's economic empowerment through strengthening market systems	iDE Bangladesh
16	Study on identifying market constraints impeding the financial inclusion of women entrepreneurs	iDE Bangladesh



Skills Development

Leveraging extensive experience in **Skill development, IGA and livelihood interventions**, Inspira ACL excels in poverty graduation and disaster management. Spearheading a projects in 45+ districts of Bangladesh and sub-districts, the firm established bespoke market linkages for beneficiaries, aligning with SDG Goals 1 and 8. Prioritizing youth and female populations, tailored curriculums focus on agriculture, livestock, and small businesses to uplift individuals from ultra-poverty. In collaboration with UN Agencies & Bilateral Donors, Inspira has undertaken disaster resilience of Income Generating Activities, emphasizing accessibility for women and persons with disabilities and implemented resilience-focused skill development programs and fostered market access and financial support for micro and small enterprises across the country showcasing Inspira ACL's expertise in community upliftment and skill development.



Range of Services

» Research & Consulting

- Training Needs Assessment
- Curriculum Development
- Impact Evaluation Studies
- Competency Mapping
- Skill Gap Analysis
- Workforce Planning
- Assessments of Vocational Training Centers
- Industry-specific Skill Assessments
- Evaluation of Skill Certification Programs
- Sector-wise Employment Studies

» Strategy Implementation

- Skills Development and Training
- Digital Transformation Strategy
- Infrastructure Development Advisory
- SME Support and Capacity Building
- Training Curriculum Development
- New Media Communication Design
- Campaign Development & Activation



Our Impact



Conducted projects across
25+ Districts



Imapcted
10+ Sectors



30+ Assignments
Undertaken in the thematic area

Notable Projects

SL No	Name of the Project	Name of the Client
1	Developing a module on Futuristic Career Enhancement for Women Garment Workers	CARE Bangladesh
2	Skills supply side mapping for the host communities in Cox's Bazar, Bangladesh	International Labour Organization
3	Quality Jobs and the Future of Work	PwC
4	Youth Labour Assessment -USAID Bijoyee Activity	CARE Bangladesh
5	Building Social Cohesion in Host Communities in Cox's Bazar Through Skills development	International Organization for Migration (IOM)
6	Job Market and Vocational Skills Assessment for the "Enhancing Resilience of Coastal Communities and Improving the Income of Extreme Poor Households"	Concern Worldwide, Bangladesh
7	Feasibility Study: Teach for Bangladesh Fellowship Program in the Context of Cox's Bazar Host Communities.	Teach for Bangladesh
8	Baseline Study and Identification of Potential Livelihood Options for GIZ Livelihood Intervention Project in Teknaf, Cox's Bazar (1st Phase)	GIZ
9	Market assessment for Labour Market Intermediation Facility (LMIF)	SwissContact
10	Labor Market Assessment and Youth Assessment	US Forest Service International Programs
11	Sectoral Assessment (Agro-Processing and ICT) of Building Youth Employability through Skills (BYETS)	SwissContact
12	IGA Assessment and Market Analysis in Cox's Bazar and Bangdarban Districts	Solidarites International
13	Informing - Business Plan for Sisimpur	Sesame Workshop
14	Raw materials market assessment for the csisa-mea project	iDE

Notable Projects

SL No	Name of the Project	Name of the Client
15	Access to Finance Research to identify market constraints impeding the financial inclusion of women entrepreneurs and employees in Rangpur and Khulna.	iDE Bangladesh
16	Business Sector Policy Reform: ecommerce sub sector policy reform to catalyze domestic e-tail startup growth, regulate foreign direct investment landscape and ensure consumer protection	BASIS Bangladesh
17	State of the Ecosystem of Private Education Providers for Primary Education in Bangladesh, and Service Design for Capacity Building of Teachers in the space of Private Education	BRAC SIL

Project Activities





Brands, Markets & Private Sector Development

In the realm of brand development and market expansion, Inspira has developed nuanced branding strategies, and pioneering market expansion. Our distinctive approach is evident in the comprehensive digital media communication strategy designed for Bangladesh Bank, reflecting our prowess in aligning organizations with the evolving digital landscape. We've seamlessly integrated our expertise into the Information and Communication Technology (ICT) sector & a2i where our commitment to innovation shines. Noteworthy projects encompass nationwide sector landscaping studies for emerging sectors and initiatives like the National Power & Energy Hackathon, showcasing our commitment to innovation and capacity building & nationwide sector landscaping studies & unraveling emerging sectors' potential in collaboration with USAID.

And within the Private Sector Landscape, we have collaborated with both global and local conglomerates. This includes prominent entities such as Mitsubishi Organization, Land O'Lakes Venture37, British American Tobacco, Telenor, Marico, BEXIMCO, and Bengal Foundation. Our collaboration with these organizations has involved diverse activities, ranging from macroeconomic analysis to the development of sustainable market development nexus and frameworks. We have also undertaken studies to assess the feasibility of technology integration and other strategic initiatives within the private sector.

» Research & Consulting

- Brand Health & Perception Studies
- Country/Destination Branding Studies
- Market Entry Strategy Analysis
- Consumer Behavior Research
- Retail Landscape Assessments
- E-commerce Market Research
- Corporate Social Responsibility (CSR) Impact Assessments

» Strategy Implementation

- Distribution Channel Optimization
- Market Trend Implementation
- Retail Strategy Execution
- Advertising Campaign Execution
- New Media Communication Implementation
- Product Development and Innovation Studies



45+ Districts

Across sectors including Light Engineering, ICT, Leather & AP



35+ Assignments

Undertaken in the thematic area



Established Successful Collaborations with ministries & directories

Notable Projects

SL No	Name of the Project	Name of the Client
1	Mapping Private Sectors in Bangladesh to Collaborate with the CSO Alliance Hub	ActionAid Bangladesh
2	Research on e-commerce and consuming trends of Bangladesh and develop marketing strategy	International Organization for Migration (IOM)
3	National energy hackathon Assessment of the business scale up progress of innovators/young entrepreneurs participating in National Power & Energy Hackathon.	Ministry of Power, Energy and Mineral Resources Bangladesh address
4	Comprehensive digital media communication strategy	Bangladesh Bank
5	Online Idea Competition To inspire the youth to share innovations on Community Based Approaches to Address Urban Air Pollution	WorldVision Bangladesh
6	Comprehensive Summary of the Construction Sector in Bangladesh with Specific Focus on Workindo Entry Strategy	Mitsubishi Corporation
7	Brand Health Check Study	Realme
8	চাই ঘরে ঘরে সশরী বিদ্যুৎ ব্যবহারের সচেতনতা	Ministry of Power, Energy and Mineral Resources Bangladesh address
9	Bangladesh Halal Industry Research: Domestic and Export Market Opportunity Mapping	Mitsubishi Corporation
10	Comprehensive Private Sector Assessment PSA 1	USAID
11	Private Sector Assessment: Exploring Markets and Investment Opportunities PSA 2	USAID
12	Feasibility study for developing community innovation hubs for popularization of science, entertainment across the outskirts of Dhaka	Bengal Foundation
13	Feasibility study on cladding Tiles	Tradexel
14	Resurveying the tank terminal market of Bangladesh	Lub-ref



Humanitarian Response

Inspira ACL, with a specialized humanitarian response programming unit in Cox's Bazar, has been actively engaged in effective responses to crises such as the Rohingya refugee situation, the COVID-19 pandemic, and natural disasters like Cyclone Amphan. The firm focuses on capacity development for local youth, economic empowerment for women and excluded groups, and innovation acceleration for both host and refugee communities. With extensive exposure to humanitarian response contexts over the years, their expertise has not only expanded but has also given rise to innovative thinking opportunities. This dedication and impact have been recognized, as evidenced by their recent selection as winners in this year's humanitarian innovation challenge by the USAID-supported Accelerating Innovation for Resilience (AI4Resilience) Challenge.



Range of Services

» Research & Consulting

- Monitoring & Evaluation Studies
- Rapid Needs Assessment
- Conflict Analysis Studies
- Livelihoods and Economic Recovery Assessments
- Vulnerability and Capacity Assessments (VCA)
- Disaster Risk Reduction (DRR) Strategies
- Gender-Based Violence (GBV) Surveys
- Health and Nutrition Surveys
- Water, Sanitation, and Hygiene (WASH) Assessments
- Shelter and Settlement Assessments
- Food Security and Nutrition Studies
- Community-Based Disaster Risk Management (CBDRM) Assessments



Our Impact



Connected

30+ Districts

Across diverse sectors including Light Engineering, ICT & AP



20+ Assignments

Undertaken in the thematic area



Winner of the GKI AI4 Resilience Challenge 2023 funded by USAID

Notable Projects

SL No	Name of the Project	Name of the Client
1	Baseline Study of Addressing Gaps in refugee access to health in Cox's Bazar	BRAC HCMP
2	Conduct of study on structural transformation of community radio sector in Bangladesh since the beginning of the COVID- 19 pandemic	UNESCO Bangladesh
3	Conducting a market-based need assessment of livelihood interventions in Cox's Bazar District focusing on Teknaf, Ukhiya, Ramu and Moheshkhali Upazilas	GIZ
4	Building Social Cohesion in Host Communities in Cox's Bazar Through Skills development	International Organization for Migration (IOM)
5	Integrated response to COVID-19 crisis through strengthened healthcare, child protection and education services and strengthening and expanding household and community mechanisms to support the wellbeing and resilience of vulnerable populations affected by Rohingya Crisis and COVID-19	Save the Children
6	Combined End Line Evaluation of Integrated response to COVID-19 crisis through strengthened healthcare, child protection and education services and Strengthening and expanding household and community mechanisms to support the wellbeing and resilience of vulnerable populations affected by Rohingya Crisis and COVID-19	ECHO, Save The Children
7	Mid Term Review of the Vulnerability to Resilience (V2R) Programme, Teknaf implemented by the Bangladesh Red Crescent with the support of the British Red Cross	Bangladesh Red Crescent Society
8	GKI AI4 Resilience- Community Led Humanitarian Accelerator	USAID & GKI

Notable Projects

SL No	Name of the Project	Name of the Client
9	IGA and Value Chain Assessment for Integrated Emergency response and early recovery support program, Cox's Bazar, Bangladesh	ACF Bangladesh
10	Carry out study to identify impact of COVID-19 and Amphan over rights of women and girls and their livelihood in climate vulnerable locations	Manusher Jonno Foundation (MJF)
11	Scoping Study on Private Sector Engagement in Humanitarian Response in Bangladesh	ACF Bangladesh
12	Report on Local Fundraising Potential in Bangladesh	Save The Children
13	Small-scale Infrastructure Projects Assessment in the Host Community	International Organization for Migration (IOM)
14	Business Development and Fundraising Services for AUHC Partner Enterprise	AUHC
15	Market-based Needs Assessment of Transferable Skills Development Interventions for Rohingya/ FDMN in Camps Situated in Teknaf Upazila of Cox's Bazar District	GIZ

Project Activities





Gender & Protection

Inspira ACL, with a specialized Gender & Protection Unit, we have delivered 30+ impactful assignments in diverse thematic areas including combatting child marriage, ensuring access to safe sports, empowering women entrepreneurs with skill development training, destigmatizing menstrual barriers in the rural Bangladesh, building awareness for sexual reproductive health rights, child protection, gender based violence in collaboration with **50+ Development Partners & developed innovative intervention framework for development partners for effective project designing and implementation. we have internally** systematically integrated gender equality across every facet of our research processes. Guided by our accomplished Gender Experts, we have undertaken impactful projects and formulated solutions for esteemed international organizations, including UN Agencies, Bilateral Donors & INGOs. Our outreach extends to over 100+ Sector organizations & business federations on a community and regional basis in Bangladesh, underscoring our connection & expertise to conducting research with inclusivity and profound impact at its core.

» Research & Consulting

- Inclusive Workplace Policy Advocacy
- Sexual and Reproductive Health Rights Evaluation
- Rapid Needs Assessment
- Gender-sensitive Livelihoods Assessments
- Gender and Conflict Analysis
- Indigenous Women's Rights and Livelihoods Studies
- Feminist Participatory Action Research
- Inclusive Urban Development Strategies
- Gender-Responsive Disaster Risk Reduction (DRR) Studies
- Child Marriage Prevention Program Evaluations
- Gender and Migration Impact Assessments
- Workplace Harassment Policy Advocacy



Our Impact



Connected
15+ Districts
Across diverse sectors



30+ Assignments
Undertaken in the thematic area



Partnered with
20+ Sector Experts

Notable Projects

SL No	Name of the Project	Name of the Client
1	Endline Evaluation of Joint Action for Nutrition Outcome (JANO) Project	CARE Bangladesh
2	Gender Impact in Renewable Energy in Bangladesh	Manusher Jonno Foundation (MJF)
3	Impact Assessment of DFAT-AHP Bangladesh Consortium Project's Gender Transformative Interventions in Rohingya Camps and Host Communities in Cox's Bazar	PLAN International Bangladesh, Australian Humanitarian Partnership (AHP)
4	Baseline Study of Stop the Stigma: Empowering Dreams of Menstruating Girls of Bangladesh	PLAN International & Consortium
5	Baseline Study for Joining Forces for Child Protection in Emergencies (JF-CPiE)" World Vision Bangladesh	World Vision (WVB)
6	Midline study of Combatting Child Marriage in Bangladesh project	Plan International
7	End-line Study to Integrated Sexual and Reproductive Health and Gender Based Violence Response for Rohingya Refugees in Cox's Bazar, Bangladesh	International Rescue Committee (IRC)
8	Value Chain Analysis of the 8 sectors women's economic empowerment through strengthening market systems	iDE Bangladesh
9	Access to Finance Research to identify market constraints impeding the financial inclusion of women entrepreneurs and employees in Rangpur and Khulna.	iDE Bangladesh
10	End-line Evaluation on Police Engagement Approach for Countering Extremism (PEACE) in Bangladesh	The Asia Foundation & The United States Department of States
11	Final Integrated Evaluation of JF-CPiE Project in Bangladesh	World Vision (WVB)
12	In-depth Assessment of the Situation of Climate-vulnerable and Displaced Adolescents and Youth of the SPiRIT Project	Terre Des Hommes

Notable Projects

SL No	Name of the Project	Name of the Client
12	Rapid assessment of the newly included export oriented industrial sectors participating in the Social Protection Programme for Unemployed and Distressed Workers	Ecorys
13	Assessment of Digital Literacy among Children and Parents regarding online safety to protect children from online sexual abuse and exploitation in selected region of Bangladesh	Educo Bangladesh
14	End-line Study to Integrated Sexual and Reproductive Health and Gender Based Violence Response for Rohingya Refugees in Cox's Bazar, Bangladesh	International Rescue Committee (IRC)
15	Carry out study to identify impact of COVID-19 and Amphan over rights of women and girls and their livelihood in climate vulnerable locations	Manusher Jonno Foundation (MJF)
16	Baseline study of Addressing gaps in refugee access to health in Cox's Bazar	BRAC

Project Activities





Scoping, Donor Mapping & Fundraising

In navigating Bangladesh's evolving donor mapping landscape, Inspira employs a customized approach to fundraising and donor engagement. We specialize in dissecting the intricacies of the country's philanthropic scenario through services like Donor Landscape Analysis, providing nuanced insights into evolving donor trends within specific sectors and regions. Our commitment is further underscored by services such as Funding Gap Assessments, Scoping Studies for Project Viability, and Institutional Donor Mapping, all geared towards strategically bridging financial disparities and ensuring project sustainability. We craft compelling Grant Prospectuses, conduct Scoping Studies for Resource Mobilization, and analyze the Philanthropic Landscape, allowing organizations to navigate and access diverse funding opportunities strategically.

Our methodologies extend beyond conventional scopes to contribute meaningfully to the Sustainable Development Goals (SDGs). Inspira conducts precise Funding Source Identification, strategic Stakeholder Mapping for Fundraising, and Feasibility Studies for Fundraising Campaigns. This comprehensive suite of services, tailored to the unique challenges of the region, reflects Inspira's commitment to fostering sustainable development in Bangladesh and making a lasting impact.

» Research & Consulting

- Donor Landscape Analysis
- Funding Gap Assessments
- Scoping Studies for Project Viability
- Institutional Donor Mapping
- Grant Prospectus Development
- Scoping Studies for Resource Mobilization
- Funding Source Identification
- Fundraising Strategy Assessments
- Grant Application Support
- Donor Database Management
- Stakeholder Mapping for Fundraising
- Feasibility Studies for Fundraising Campaigns



Our Impact



Conducted Projects across
30+ Districts



30+ Assignments
Undertaken in the thematic area



Impacted
20+ Sectors

Notable Projects

SL No	Name of the Project	Name of the Client
1	Development Partner Mapping for SAJIDA UGD	SAJIDA Foundation
2	Support Business Development Planning and Develop Capacity of Oxfam Partners and Staffs of REECALL Project	OXFAM, RDRS
3	Business Development and Fundraising Services for AUHC Partner Enterprise	Advancing Universal Health Coverage (AUHC)
4	Informing- Business Plan Sisimpur	USAID, Sesame Street; Sisimpur
5	Local Market Fundraising	Save the Children
6	Local Market Fundraising Assessment	Action Aid
7	GIS mapping of Local and National Humanitarian actors working for people in need at Cox's Bazar, Bangladesh	OXFAM
8	Scoping Study on Private Sector Engagement in Humanitarian Response in Bangladesh	ACF Bangladesh & StartFund Bangladesh
9	Market analysis and industry shaping for edible oils in Bangladesh	GAIN
10	Private Sector Assessment: Exploring Markets and Investment Opportunities PSA 2	USAID
11	Scoping Study & Business Plan Development of RDRS Enterprise Private Ltd (REPL): Focusing on Some Specific Handicrafts and Other Micro-Enterprise Products	RDRS Enterprise Private Limited DCA
12	Value Chain Analysis (VCA) of the eight sectors women's economic empowerment through strengthening market systems	iDE Bangladesh
13	Consultancy Support on Annual Survey for Promotion of Sanitation Marketing (PSM) Project, Cox's Bazar	iDE Bangladesh
14	Geolocation Prioritization and Mapping Donors to Enhance Donor Engagement & Partnerships	PLAN International



Climate & Environment

Inspira is committed to advancing Sustainable Development Goal (SDG) 7, 13 & 14 by implementing innovative frameworks within the climate action domain. Through services like vulnerability tools, risk mitigation, impact assessment, and sustainability metrics, Inspira focuses on empowering climate-affected communities, with a particular emphasis on vulnerable youth and women. Collaborating with global environmentalists and climate experts, Inspira's commitment is exemplified in initiatives that enhance adaptive capacity and climate resilience for vulnerable groups impacted by factors such as saline intrusion.

Our noteworthy initiatives involved scaling adaptive capacity and climate resilience for communities, showcasing the potential for broader scalability across vulnerable regions. Another impactful undertaking focused on envisioning a climate movement, emphasizing disaster risk reduction, ecosystem restoration, and an inclusive business framework to empower coastal communities, especially women, toward a climate-just economy. Inspira actively contributes to the climate change adaptation and environmental initiatives landscape, conducting comprehensive impact assessments and developing vulnerability assessment tools to refine strategies for future initiatives, showcasing Inspira's commitment to making a positive impact in the thematic area of climate action.

» Research & Consulting

- Climate Vulnerability Assessments
- Environmental Impact Assessments (EIA)
- Climate Change Adaptation Strategies
- Climate Justice Evaluation
- Circular Economy Assessments
- Green Business Strategies
- Water Resource Management Plans
- Sustainable Agriculture Practices Studies
- Urban Green Infrastructure Assessments
- Air Quality Monitoring Studies
- Ecosystem Restoration Plans
- Environmental Compliance Policy Analysis



Our Impact



Connected
40+ Districts
Across diverse sectors



30+ Assignments
Undertaken in the thematic area

Notable Projects

SL No	Name of the Project	Name of the Client
1	Impact Assessment on Eco Village, CCA and environment work	WorldVision Bangladesh
2	Baseline Study of "Blue Economy and Inclusive Development for Climate Justice" Project of Oxfam in Bangladesh	OXFAM
3	In-depth Assessment of the Situation of Climate-vulnerable and Displaced Adolescents and Youth of the SPiRiT Project	Terre Des Hommes
4	Comprehensive Baseline Survey on Community Led Innovation for Climate Risk Mitigation in Bangladesh-CLIMB	CARE Bangladesh
5	Improved Cookstove (ICS) nexus Un/Under Used Biomass & Faecal Sludge mixed Briquette (FSmB) Market Study in Khulna, Jhenaidah, Satkhira, Rangpur and Faridpur Districts in Bangladesh	SNV Netherlands
6	Community Based Approach to Address Urban Air Pollution	WorldVision Bangladesh
7	GIS mapping of Local and National Humanitarian actors working for people in need at Cox's Bazar, Bangladesh	OXFAM
8	Consultancy Support on Annual Survey for Promotion of Sanitation Marketing (PSM) Project, Cox's Bazar	iDE
9	AWS Standard Gap Analysis	Alliance For Water Stewardship
10	Water & Sanitation Infrastructure Development Advisory Services in Bangladesh	Water.Org
11	Baseline Study on Improving Access to WASH for Rural Communities in Ramu Upazila, Cox's Bazar	WorldVision Bangladesh
12	Feasibility study on cladding Tiles	Tradexel



Power & Energy

Inspira possesses extensive expertise in the energy sector, including areas like renewable energy, clean energy, and green finance. Inspira has conducted 15 studies that includes skill assessment of energy sector professionals, smart grid roadmap, clean energy, renewable energy, waste recycling induced energy generation, energy financing, energy based publications, power and energy Hackathon. Inspira has served in multiple international bi-lateral and multilateral donor funded project with United States Agency for International Development (USAID), United States Trade and Development Agency (USTDA), AGENCE FRANÇAISE DE DÉVELOPPEMENT (AFD), The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), SNV and international organizations such Boston Consulting Group (BCG). Moreover, Inspira's footprint is expanded in involvement with government funded projects with Northern Electricity Supply Company (NESCO), Sustainable And Renewable Energy Development Authority (SREDA), Power Cell, Power Division and Ministry of Power, Energy and Mineral Resources of GoB.

» Smart Grid Solutions

- Smart grid integration
- Grid modernization
- Smart grid readiness
- Innovative control systems
- Energy storage systems
- Smart grid roadmap
- Resilience planning

» Smart Grid Solutions

- Climate Adaptation & Mitigation Efforts
- Low carbon solutions
- Carbon Footprint Management Strategies
- Community-led solutions
- Industry-led solutions

» Feasibility

- Technical assessment
- Environmental Impact Assessment
- Site selection
- Site supervision
- Financial Modeling
- Social Impact Assessment
- Risk Assessment and Mitigation Strategy

» Appraisal

- Technical due diligence
- Policy Alignment
- Technical assessment of technologies, manufacturers, and suppliers
- Need Assessment (NA)
- Capacity Assessment (CA)
- Strategy Support

» Sectoral Assessment

- Training Need Assessment
- Capacity Assessment
- Training Program Development

» Capacity Building

- Policy Advocacy
- Market Entry Advisory
- Implementation Strategy Formulation

» Energy Efficiency & Transition

- Decarbonization solution for industries
- Policy Advocacy
- Mapping investment opportunities
- GHG emission management
- Efficiency improvement solutions for industries
- Energy efficiency for factories

Notable Projects

SL No	Name of the Project	Name of the Client
1	Market Assessment for Scaling Renewable Energy Technologies in Ecologically Critical Areas	iDE Bangladesh
2	Power Distribution System Strengthening in NESCO Area Project: Preparation for AFD Funding Appraisal	AGENCE FRANÇAISE DE DÉVELOPPEMENT (AFD)
3	Bangladesh Smart Grid Roadmap Phase 2: Technical Assistance for the Smart Grid Roadmap including capacity building of utilities and scoping assessment	USTDA and Boston Consulting Group (BCG)
4	Bangladesh Smart Grid Roadmap Phase 1: Technical Assistance for the Smart Grid Assessment including technical assessment of utilities, economic analysis, financial analysis, and projection of smart grid implementation	USTDA and Boston Consulting Group (BCG)
5	Bangladesh Clean Energy Sector Assessment	USAID
6	Assessment of Gender Impact in Renewable Energy Sources and Technologies in Bangladesh: Policy Review of Renewable Energy Landscape	Manusher Jonno Foundation
7	Digital Publication of Pre-feasibility report of Renewable Fuel Based Thermal Energy Generation in RMG Sector: Promoting Sustainability in the Textile and Garment Industry in Asia (FABRIC) Project	The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), GmbH
8	Improved Cookstove (ICS) nexus Un/Under Used Biomass & Faecal Sludge Mixed Briquette (FSmB) Market Study, Leveraging the Livelihoods of Rural Cohort (Improved cooking stove using clean energy for women)	SNV Netherlands
9	Whitepaper preparation on the Sunrise Industry Verticals of Power & Energy Sector (LPG, LNG, Smart Grid, Cross Border Power & Coal) through knowledge dissemination whitepapers	Ministry of Power, Energy, and Mineral Resources



Trade Facilitation

With a decade-long experience, Inspira has forged impactful associations with esteemed organizations such as Swisscontact, Land O'Lakes Venture37, USDA, and key industry players like BSTI, along with collaborations with ministries in Bangladesh. Our dedicated efforts in the realm of trade facilitation have played a vital role in enhancing the country's economic landscape.

A noteworthy project exemplifying our expertise is the "Midterm Evaluation of Bangladesh Trade Facilitation Project." In collaboration with Venture37, this initiative focuses on updating procedures, tool upgrades, establishing a lab network, and enhancing data exchange with ASYCUDA. The project seamlessly aligns with a robust training-of-trainers program, empowering agencies to efficiently implement, operate, and maintain systems. Our support extends to accreditation preparation, SOP development, and curriculum-based training tailored to ISO standards, forming the bedrock of the Bangladesh Trade Facilitation Project.

Additionally, In the business process analysis and a baseline study of Bhomra Land Port meticulously gathered micro-level data from diverse stakeholders, employing sample surveys and semi-structured interviews with C&F agents, truck drivers (Bangladeshi and Indian), importers, exporters, and port/customs officials. The comprehensive study of the entire Bhomra land port's import and export procedures provided valuable insights. Leveraging consignment tracking techniques, we delved deep into the operational intricacies of the port, tracking four consignments to grasp the nuanced timestamps at each stage.

» Research & Consulting

- Customs Procedures and Compliance Assessment
- Trade Facilitation Policy Analysis
- Market Access and Tariff Impact Studies
- Cross-Border Trade Efficiency Evaluations
- Supply Chain Optimization Assessments
- Trade Infrastructure Gap Analysis
- Regulatory Impact Assessments for Trade Policies
- Trade Facilitation Technology Adoption Studies
- Cross-Border Trade Legal and Regulatory Framework Analysis

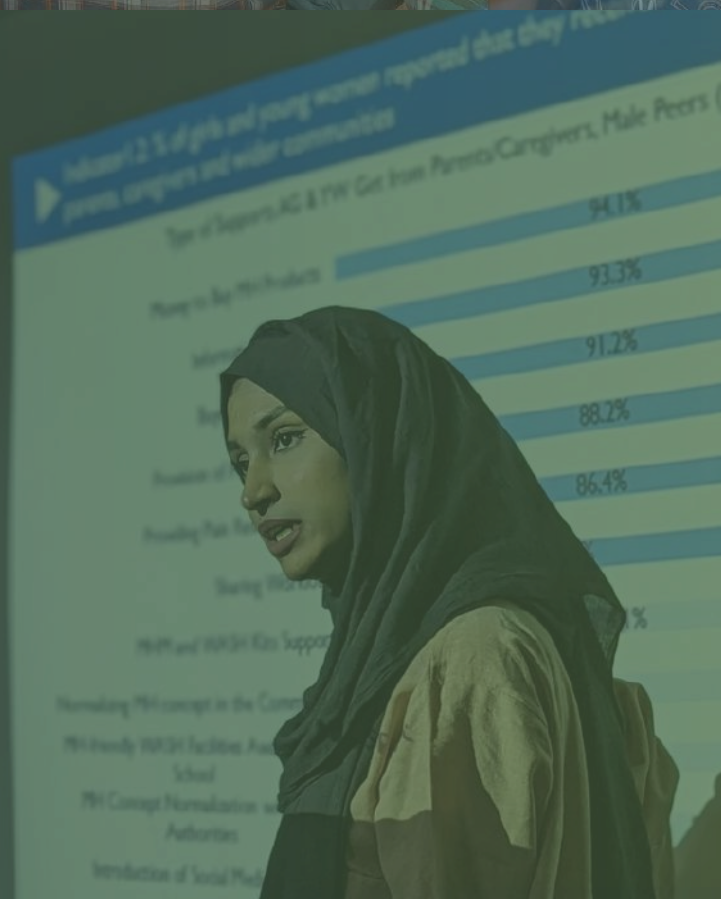
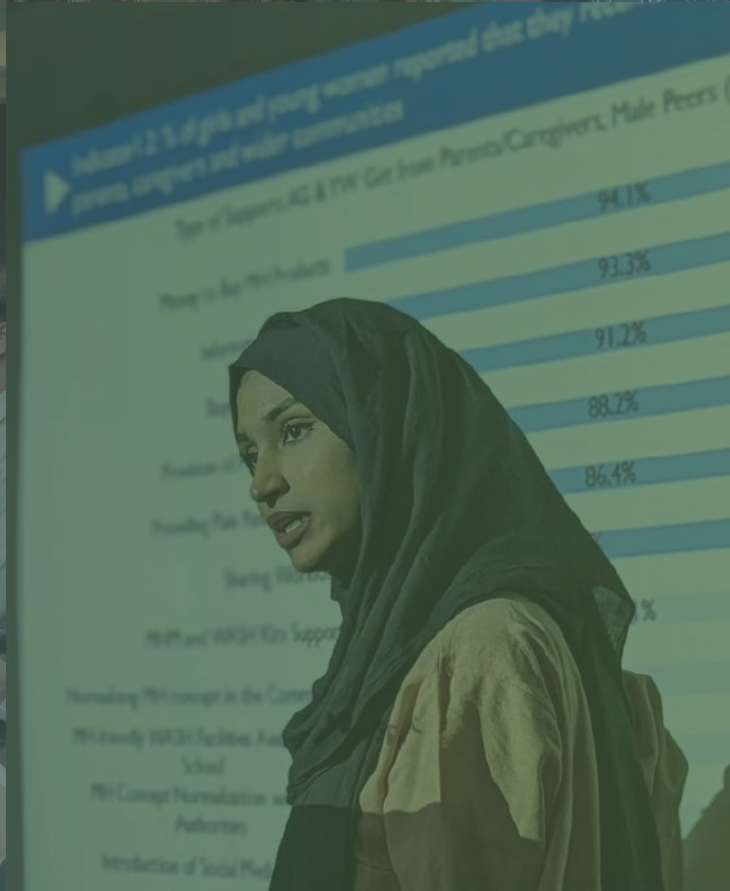


Notable Projects

SL No	Name of the Project	Name of the Client
1	Midterm Evaluation of Bangladesh Trade Facilitation Project	Land O' Lakes Venture 37, USDA
2	Baseline Study for The Bangladesh Trade Facilitation Programme	SwissContact



OUR APPROACH



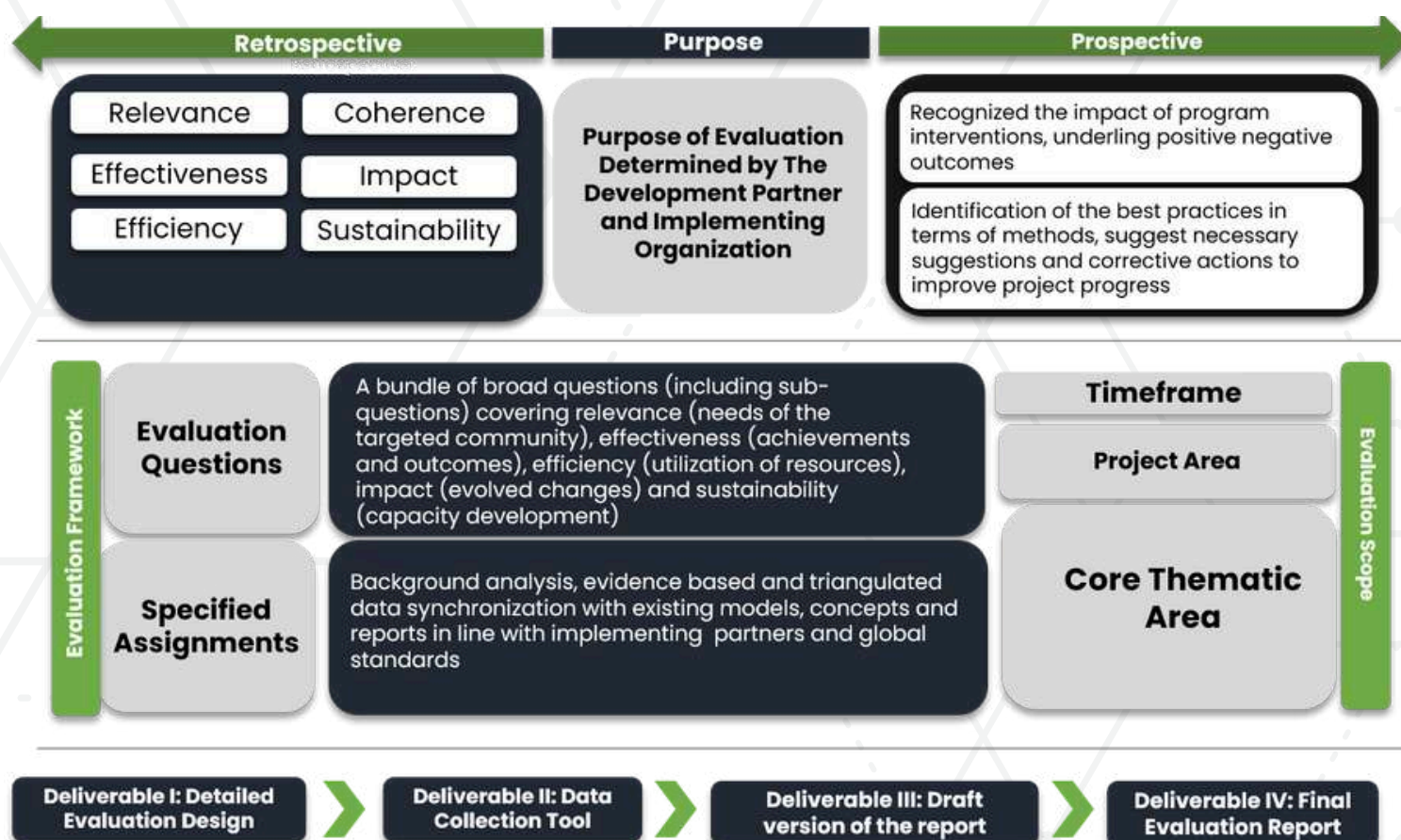
Our Approach

Mid-Term and Endline Study

OECD DAC Criteria

The Inspira consulting team envisions to undertake a mid-term evaluation or an endline evaluation on a continuum from the almost completely backward looking to the forward looking. The whole study will be guided by Organization for Economic Co-operation and Development (OECD), Development Assistance Committee (DAC) standards. In the retrospective part, the study team will assess the 6 broad cross-cutting criteria such as relevance, effectiveness, efficiency, coherence, sustainability, and impact of the project. These factors will be assessed for different thematic areas and targeted population cohorts. On the other hand, the study team will examine the immediate results of the activities undertaken by the partners and recommend possible ways to conceal the gaps.

Moreover, Inspira's commitment extends beyond the retrospective phase to the proactive examination of immediate results. By recommending strategies to address gaps in ongoing activities, the team demonstrates a dynamic and adaptive approach, ensuring that evaluations not only serve as reflective tools but also contribute to real-time improvements.



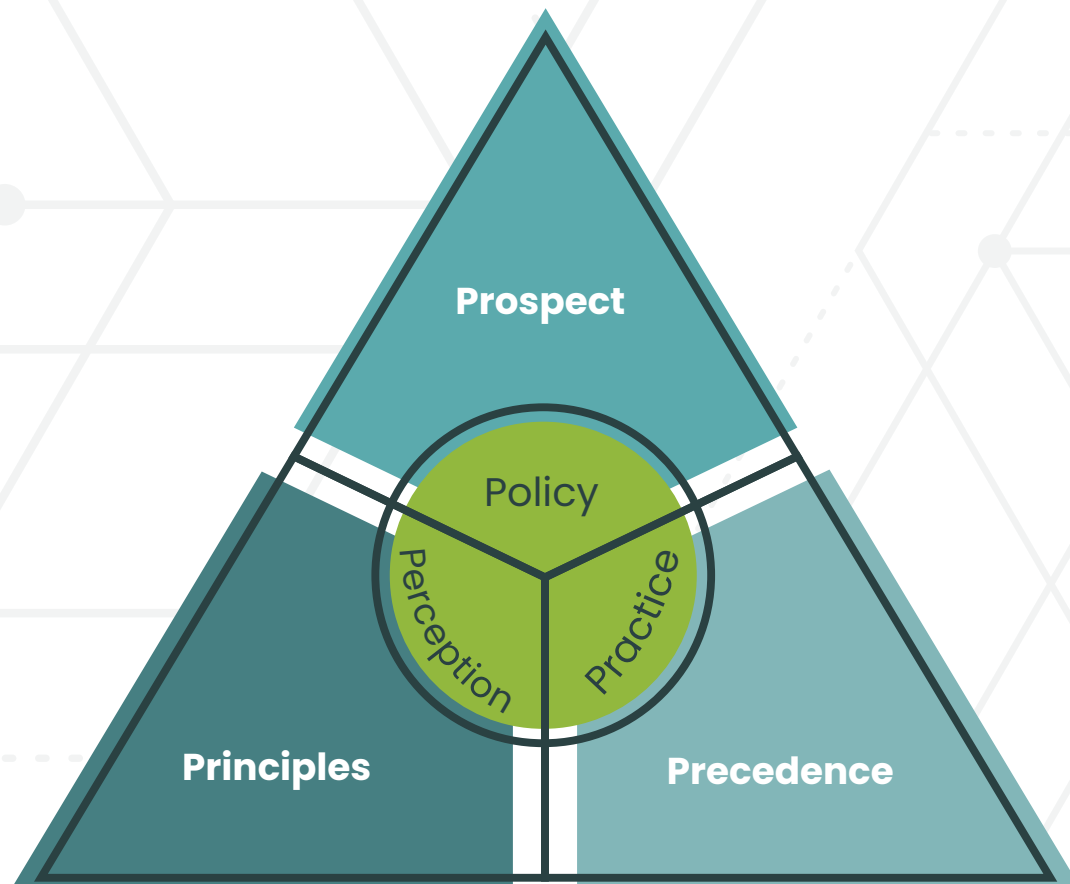
Our Approach

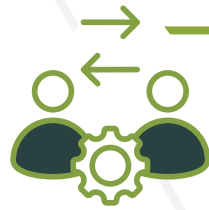
Baseline and Endline Assessment

6P Approach

Inspira's research team employs a strategic 6P framework to facilitate a seamless and comprehensive evaluation process. This framework, embedded in an evaluation rubric, defines criteria and standards across three core lenses: Policy, Practice, and Perception, along with three enabling factors: Principle, Precedence, and Prospect. These components collectively form the foundation for the evaluation criteria, allowing the team to thoroughly address each question and sub-question.

The core lenses delve into the key considerations of adherence to rules, practical implementation, and stakeholder perspectives. Simultaneously, the enabling factors encompass ethical considerations, past experiences, and future impacts. This structured approach not only streamlines the study but also enriches it with a dynamic and multifaceted perspective. By aligning with the 6P framework, Inspira ensures a nuanced analysis, enhancing the study's depth, context, and overall reliability of findings.





Our Approach

SME Incubation Framework

Bangladesh's SMEs grapple with severe funding shortages, limited capacity-building opportunities, and a glaring lack of market exposure. The Enterprise Incubation Initiative responds to these challenges by providing a transformative solution. Through tailored financial tools, one-on-one training sessions, and strategic investor connections, the initiative significantly enhances the investment readiness of SMEs.

The Enterprise Incubation Initiative addresses the identified challenges comprehensively. It focuses on enhancing SMEs' investment readiness through personalized financial tools, one-on-one training sessions, and strategic investor connections. Additionally, the framework emphasizes ESG compliance, market visibility, and operational strengthening. With tailored solutions like customized accounting software, connections with common facility centers, and initiatives for buyer visits and online sales channel development, the initiative aims to empower SMEs for sustained growth, resilience, and success in Bangladesh's competitive business landscape.



Financial Hygiene

- Customized financial/accounting management toolkit
- One-one in training with entrepreneur & refresher sessions
- Basic accounting software deployment (for advanced users) & training



Access to market

- Lead firm linkage/ new market exploration
- Backward actor integration
- Buyer/factory visit program
- Online sales channel building
- Enterprise branding strategy creation



Product & Process Technology

- Production improvement plan
- Factory operations and efficiency diagnostics
- Connection with common facility center operated by GoB



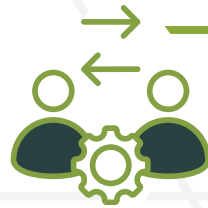
Investor matching

- Connecting with Banks and identification of compatible package/rate
- Matchmake with accelerators/ impact investors



ESG compliance

- Labor rights & Decent work parameters
- Environmental performance parameters



Our Approach

Social Ecological Model Gender Based Violence (GBV) Exploration

Inspira has long standing experience in applying the social model in multiple projects, developed by Urie Bronfenbrenner which recognizes the complex interplay of individual, relationship, community, and societal factors, providing insight into the various elements that contribute to individuals being vulnerable to violence or shielded from such experiences. The model's interconnected circles illustrate the impact of factors at different levels on each other.

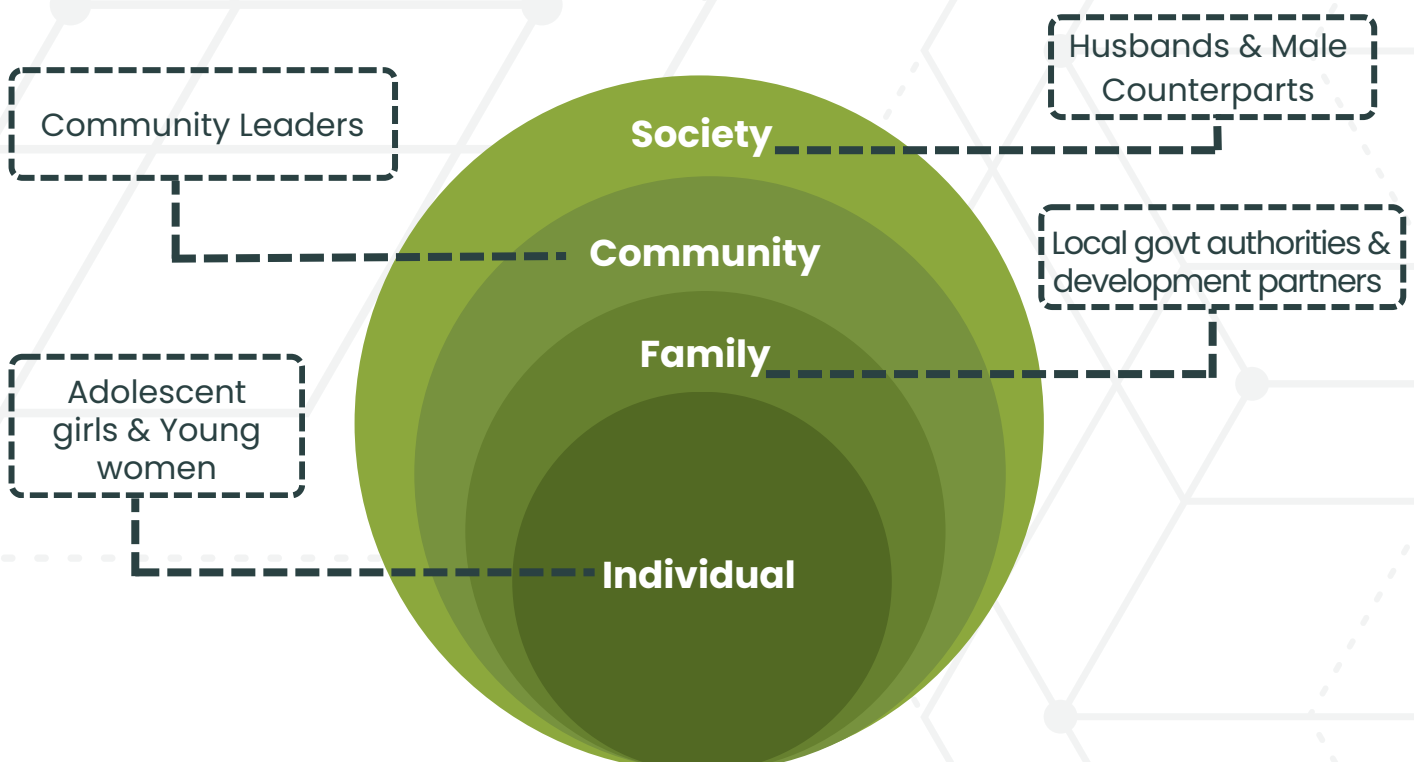
Factors To Explore

- Social and Government mechanisms to respond to GBV
- Extent of functionality of the mechanisms
- Legal framework to respond to GBV and its extent of implementation

- Community mechanisms to respond to GBV
- Extent of functionality of the mechanisms

- Knowledge, Attitude and Practice regarding gender role, masculinity and GBV
- Extent of positive relationship with adolescent girls and young women in the family

- Attitudes towards gender roles, masculinity, and experiences with various forms of GBV
- Quality of relationships with peers, family, and others
- Perception of GBV determinants and its consequences on life



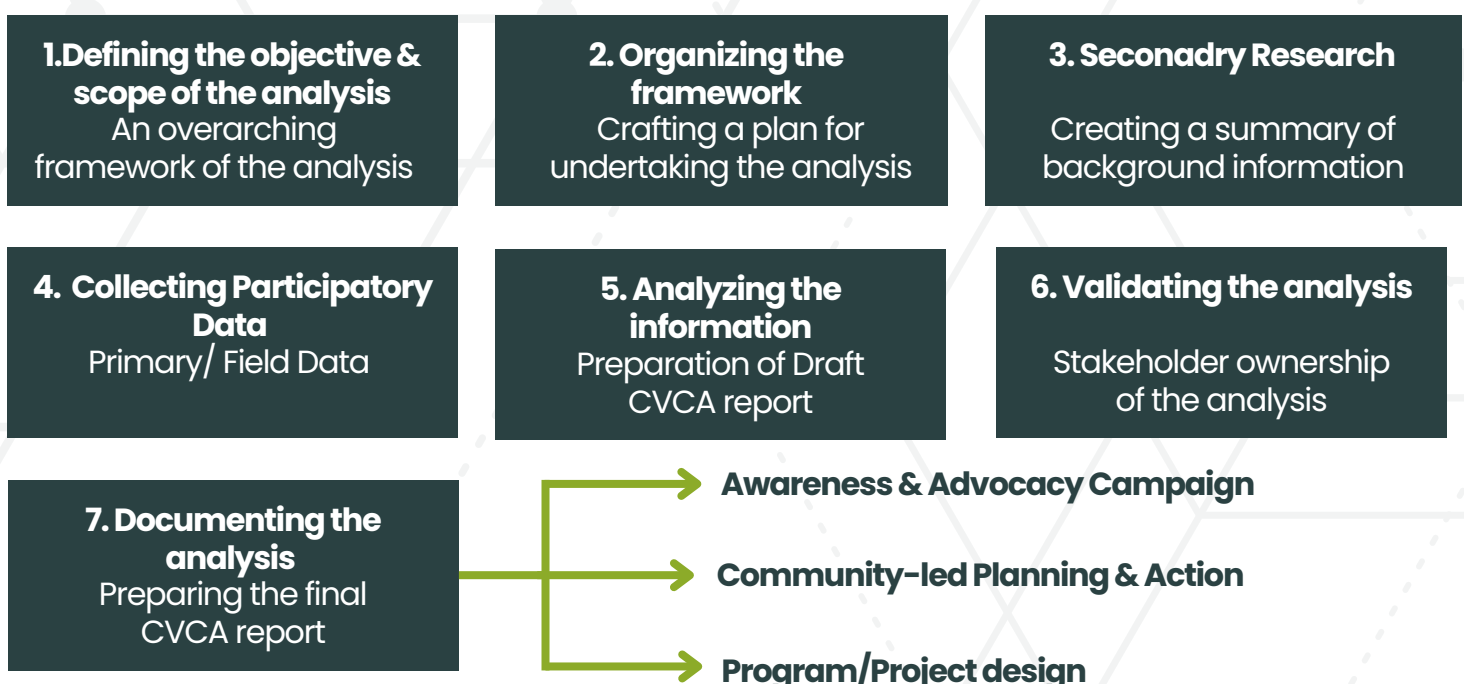


Our Approach

Climate Vulnerability and Capacity Analysis (CVCA)

Inspira research team has developed The CVCA process, which serves as a framework for identifying strategies to enhance climate resilience. It combines participatory and secondary research to develop a locally specific understanding of climate change vulnerability and existing resilience capacities. Ideally, CVCA should be initiated when there is a clear opportunity to apply the analysis, such as during project design, early implementation, local development planning, or community engagement for resilience-building. The foundation involves gathering information through participatory research and secondary sources, with three main components in the analytical framework: key issues for information gathering, key issues for information analysis, and crosscutting issues like gender equality, ecosystems, and inclusive governance.

In applying the CVCA framework, Inspira focuses on key issues for information gathering and analysis, along with crosscutting issues such as gender equality, ecosystems, and inclusive governance. This comprehensive approach allows Inspira to go beyond traditional research methodologies, identifying nuanced challenges and opportunities in the climate and environment domain. By leveraging the insights gained through CVCA, Inspira contributes to the development of targeted strategies for building resilience, fostering sustainable practices, and addressing the complex issues associated with climate change impacts.

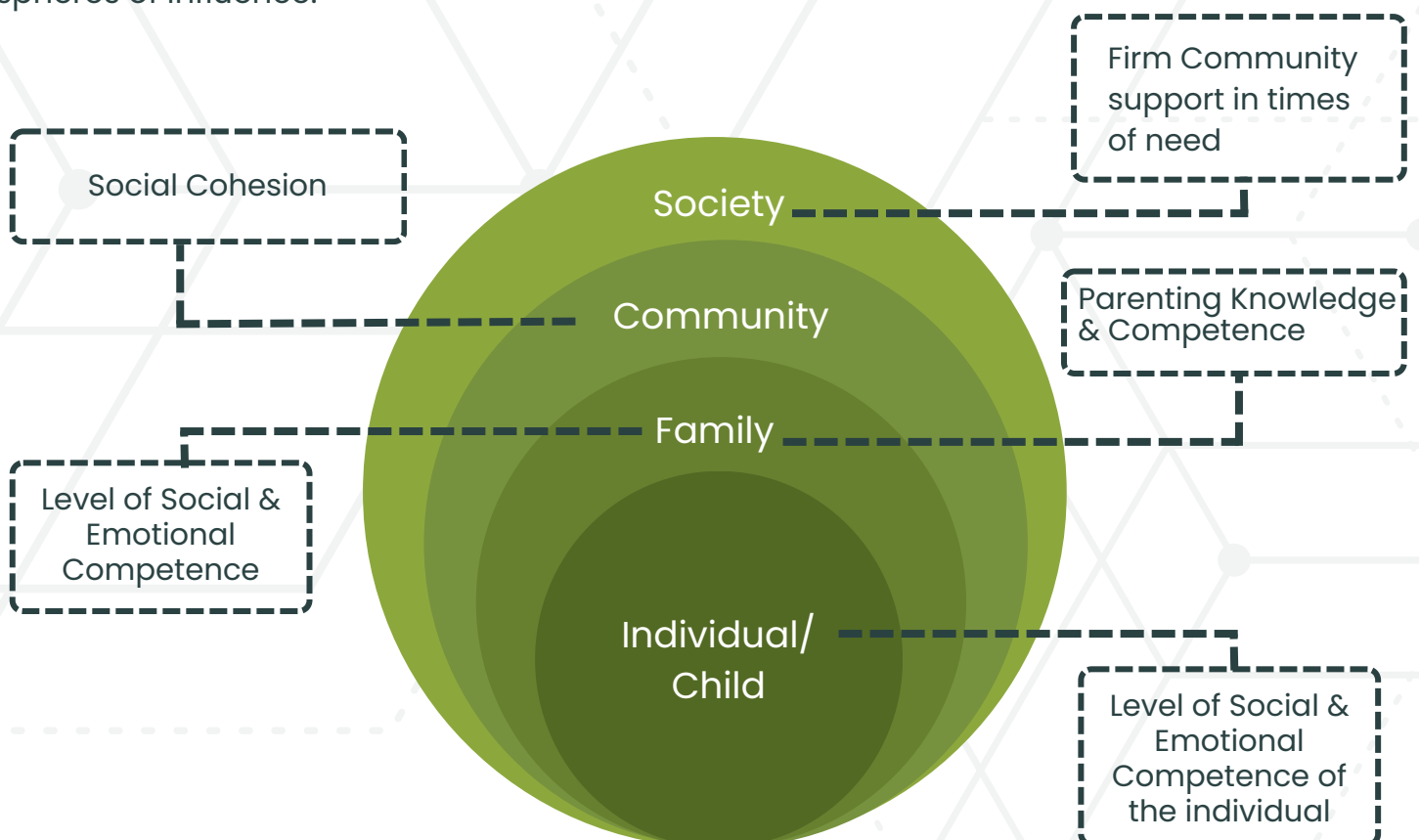


Our Approach

Social Ecological Model Identifying Protective Factors

The holistic model described here, which encompasses individual, relationship, community, and societal factors, provides a comprehensive framework for understanding the complexities surrounding violence prevention. By illustrating the interconnectedness of these factors through overlapping rings, the model underscores how influences at one level can significantly impact others. This nuanced perspective aids in identifying the multifaceted nature of risks associated with both experiencing and perpetrating violence.

The model also emphasizes a crucial principle in violence prevention – the necessity of simultaneous action across multiple levels. Recognizing that interventions need to address factors at various levels concurrently, the model encourages a comprehensive and sustained approach. This strategy increases the likelihood of long-term success in violence prevention efforts and allows for the realization of population-level impacts. By acknowledging the intricate web of factors contributing to violence, this model equips policymakers, practitioners, and communities with a more effective roadmap to design and implement interventions that can create lasting positive change across different spheres of influence.

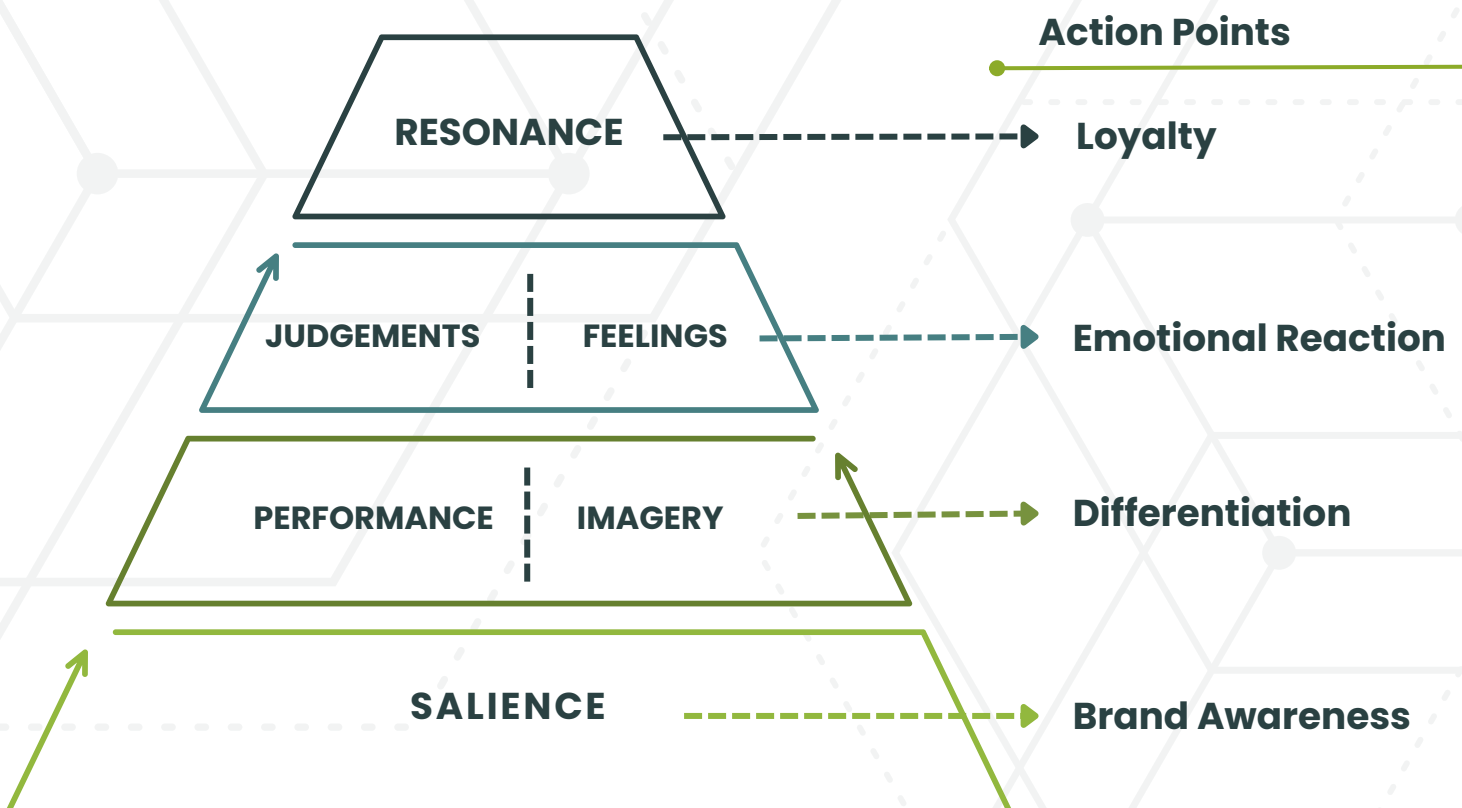


Our Approach

Brand Resonance Matrix

In the past, country branding was reactive, responding to global events with traditional methods. However, the approach has evolved into a proactive strategy, leveraging digital platforms to actively promote countries and attract Foreign Direct Investments (FDIs). Inspira, leading the charge in innovative brand strategies, employs the transformative Brand Resonance Matrix framework to navigate this dynamic paradigm.

The Brand Resonance Matrix offers Inspira a unique perspective on country branding, going beyond conventional approaches by exploring the emotional and experiential connections between the audience and a nation's brand. This framework becomes instrumental in understanding brand perception nuances, fostering loyalty, and encouraging advocacy. This approach delves into the emotional intricacies associated with a country's image, enabling the creation of compelling narratives that captivate stakeholders worldwide. As a result, positive country branding becomes more than a visual identity – it evolves into a resonant, emotionally charged narrative that establishes a solid foundation for attracting FDIs.





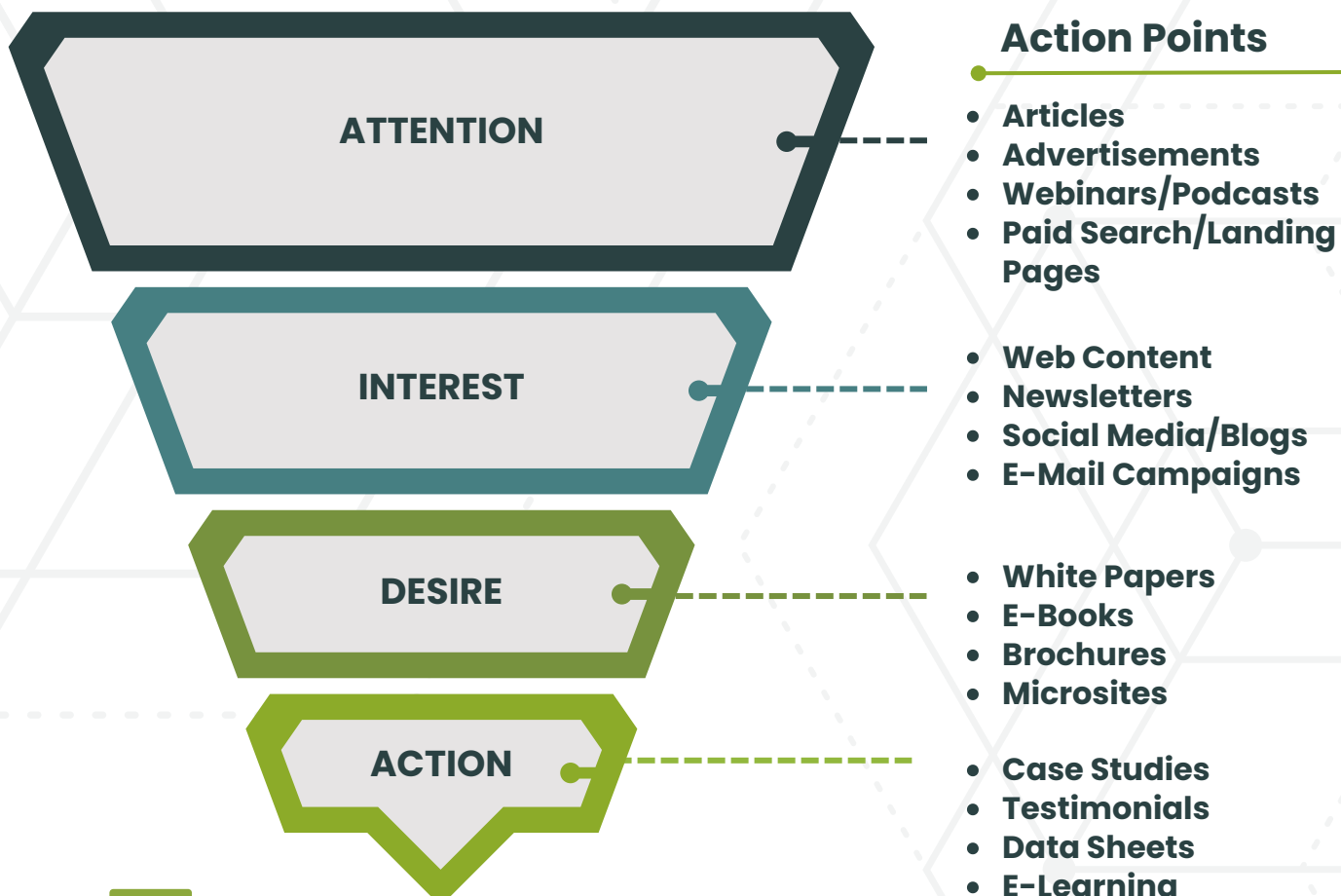
Our Approach

AIDA Branding Framework

At Inspira, we embrace the AIDA framework not just as a linear guide for consumer engagement but as a dynamic tool that aligns seamlessly with the evolving nature of modern marketing. By adopting a unique perspective on AIDA, we recognize it not only as a sequence (Attention, Interest, Desire, Action) but as a cyclical process, where each stage informs and shapes the others.

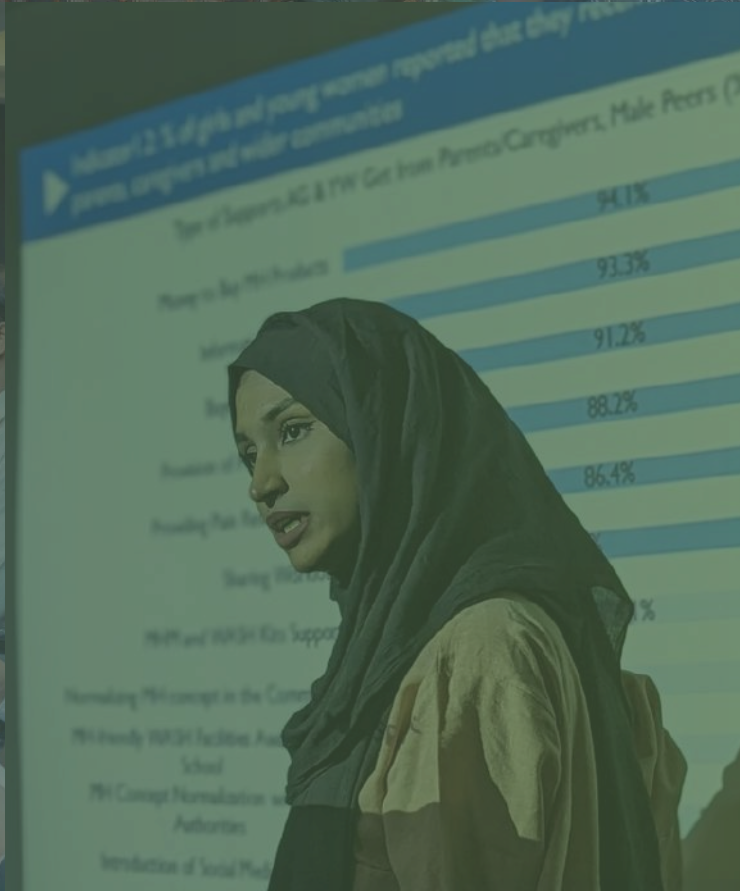
In this dynamic interpretation, AIDA becomes a continuous loop of consumer interaction, allowing us to adapt and respond to changing market dynamics and consumer behaviors. It empowers us to revisit and refine strategies based on real-time feedback, ensuring our brand engagement remains agile and effective.

This approach underscores our commitment to staying ahead in the fast-paced business landscape, where static models may fall short. The AIDA framework, when viewed through this dynamic lens, becomes a living strategy that enables us at Inspira to not only capture attention but to consistently engage, nurture interest, stimulate desire, and prompt continuous actions that drive enduring brand connections.





MEET THE TEAM





Our Team



Muntasir Tahmeed Chowdhury **Managing Director**

Muntasir founded Inspira Advisory & Consulting Limited with a vision to facilitate engagements between bilateral donors, UN agencies, and nonprofits with the Bangladeshi private sector, emphasizing sustainable trade-based partnership models. He introduced the high-impact practice area PDP4SDG, focusing on Private-Development Partnerships for achieving the Sustainable Development Goals (SDGs). Muntasir has delivered assignments for multilateral and bilateral development partners & international NGOs.



Mohammed Salman Rahman **Director & Partner**

Mohammed Salman Rahman has amassed over 12 years of expertise as a Partner & Director and Private Sector Lead at Inspira, establishing footprints on 15+ diverse industries including Power & Energy, Agri-Business, Private Sector, and Skill development. In strategic development and digital transformation, Salman has showcased his prowess, contributing significantly to business model refinement, market system dynamics, and process efficiency enhancement. At Inspira, Salman has taken a lead role in coordinating national-level cross-sector projects in collaboration with global development partners & INGOs



Our Project Managers



Md. Naushad Alam
Portfolio Manager

MBA, Strategic Management,
University of Dhaka



Adnan Rahman
Portfolio Manager

BBA (Marketing), IBA,
University of Dhaka



Moniruzzaman Nayan
Project Manager

MS, Institute of Nutrition & Food
Science, University of Dhaka



Nafisa Anjum Samiha
Project Manager

BSc, EEE, CUET



Khan Jinan Ferdous
Project Manager

MSc, Institute of Water and
Flood Management, BUET



Zihan Hossain
Senior Associate

BBA, University of Development
Alternative



Sultan Mahmud
Senior Analyst

MSc in Forestry, SUST



Mozaffar Hossain
Associate

MBA, IBA, Jahangirnagar
University

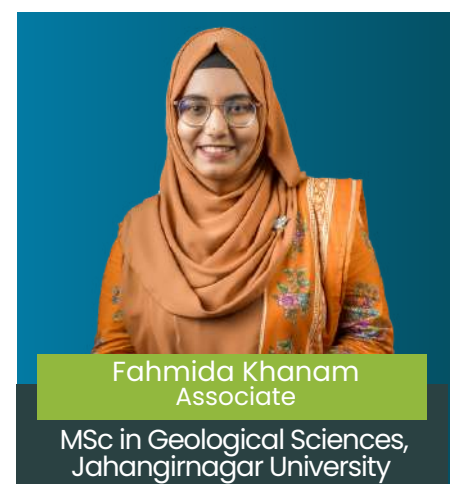


Mohammed Majid
Associate

BBA (Finance) Chittagong
Independent University



Our Team





Our Team



Ananna Khan
Associate

BSc in Architecture,
BUET



Atikul Islam
Associate

BSS, Economics,
East West University



Tanzim Ahmed
Associate

BBA (Accounting), Bangladesh
University of Professionals



Tanjin Ahmed
Administrative officer

BBA, Bangladesh University of
Business & Technology



ATM Nurullah
Deputy Manager- Accounts
& Finance

MBA, (Accounting),
National University



Shahidul Islam
Accounts Officer

BBA, (Accounting)
Eastern University Bangladesh





Our Partners

Inspira has strategically expanded its footprint through impactful partnerships with international firms, industry associations, nationwide SME networks, NGOs, and community organizations. By forging alliances with global consulting firms, Inspira taps into diverse expertise to address complex challenges, ensuring a comprehensive approach to sustainable economic development. The firm actively engages with industry associations to stay abreast of evolving trends and collaborates with nationwide SME networks to empower small and medium-sized enterprises, contributing to grassroots economic growth. Inspira's commitment to social responsibility is evident through partnerships with NGOs and community organizations, driving initiatives aligned with sustainable development goals and fostering positive change on a global scale.



United Nations
Global Compact

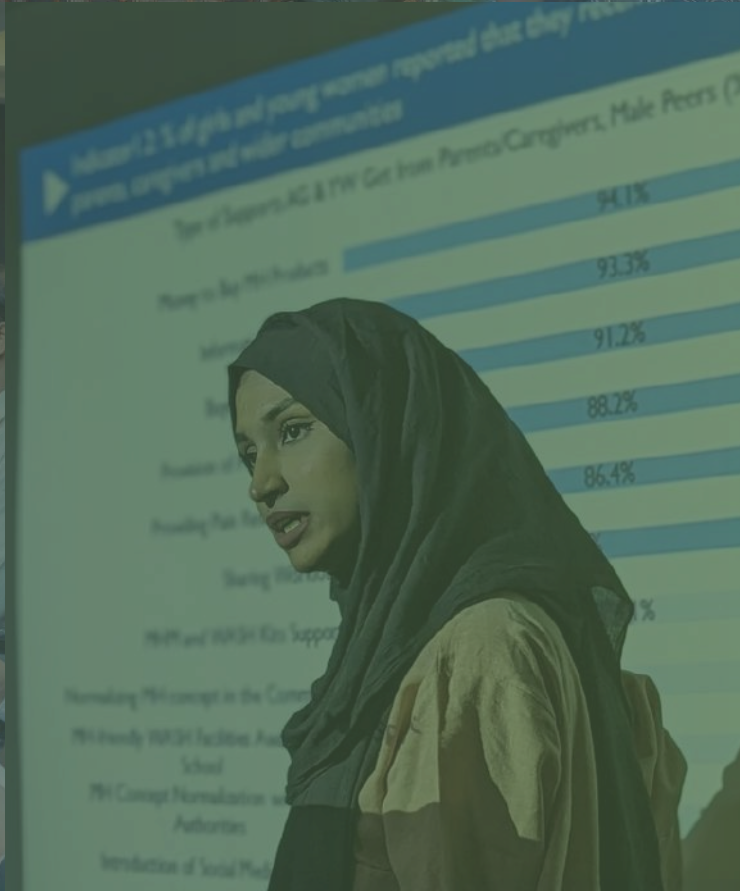


SheRAA





MEET OUR ADVISORS





Our Advisors



Dr. Abdul Malak

Associate Professor Dept. of Geography and Environment, Jagannath University

Dr. Abdul Malak, a distinguished human geographer, holds a Ph.D. in Human Geography from the University of Wollongong. With over a decade of extensive research in climate change adaptation, livelihoods, migration, and the political economy of environmental change, he brings invaluable insights to the field. Currently serving as the Associate Professor of Geography and Environment at Jagannath University, Bangladesh. Dr. Malak has also actively collaborated with international development partners and contributed significantly to impactful publications, including research reports, monographs, and books.

K M Azam Chowdhury

Chairman, Department of Oceanography, University of Dhaka

Dr. K M Azam Chowdhury, currently serving as the Chairman of the Department of Oceanography at the University of Dhaka, is a highly accomplished expert in Oceanography and Sustainable Blue Economy. With a Ph.D. from the Ocean University of China, he also holds the positions of Director at the International Center for Ocean Governance (ICOG) and Expert Member at UNESCO's Intergovernmental Oceanographic Commission. Dr. Chowdhury, a former naval officer (Lieutenant Commander Retired) from the Bangladesh Navy, is an IHO Certified hydrographer. His diverse expertise encompasses climate justice, sea-level change, water quality modeling, pollution dynamics, blue carbon sequestration, mangrove restoration, and numerical ocean modeling. Additionally, he has played pivotal roles, such as Publication Secretary for the Bangladesh Oceanographic Society, Board of Governance Member for the National Oceanographic and Maritime Institute, and participation in the IOC Regional Committee for the Central Indian Ocean.



Shahana Jannat

Technical Consultant

Ms. Shahana Jannat obtained a Master's in Economics, Education and holds an MBA. She has developed her career as a development professional over twenty years experience in working with reputed organizations to explore business opportunities, develop, and manage projects. She has been working on **child rights, gender equality, livelihood improvement, and women empowerment** to enhance socio-economic development of underprivileged people in facilitating policy dialogues and advocacy to promote sustainable economic growth. She has achieved a strong background working in different development projects to excel knowledge and professional skills through research, planning, communication, capacity building, institutional strengthening, technical assistance, M&E for improved governance to develop an enabling environment.



Our Advisors



Kazi Sameeo Sheesh

Senior Research Fellow, Center for Advanced Research in Arts and Social Sciences (CARASS), University of Dhaka

Kazi Sameeo Sheesh is an accomplished professional with a diverse background spanning education, development studies, and peacebuilding. With a Master of Education in International Education from The George Washington University and a Master of Development Studies, he has demonstrated a lifelong commitment to academic excellence and social progress. Kazi's expertise lies in educational research and evaluation, with a focus on peace education, conflict resolution, and gender equality. His career is characterized by a wide range of experiences, including training in research methods, curriculum development, and textbook evaluation. Moreover, Kazi actively engages in climate action initiatives, showcasing his dedication to sustainable development and environmental conservation.

Tasaffy Madani Hossain

Independent Consultant, Gender Expert, Founder of Bonhishikha

Tasaffy has been involved in the development sector for over 16 years specialising in feminist strategy design, market development, and Knowledge Management. She has extensive experience in project management, including sub-sector assessments, designing strategies and implementation of interventions focusing on M4P, gender and social inclusion. Gender empowerment with a feminist lens is a core focus of hers, working directly in promoting awareness about gender equality, transformative approach and inclusion of women and diverse identities in different sectors within Bangladesh. Since 2010, she has actively been involved in Bangladesh's feminist movement, at a national level focusing on advocacy and campaigning regarding awareness around issues of gender and creating spaces to hold dialogues around gender equality, gender-based violence social justice, power dynamics, diversity, sexuality and pleasure. She has a long term experience in Knowledge Management and Communication, trained in DCED and FPAR Approaches.



Sumaiya Iqbal

Lecturer, Department of Criminology, University of Dhaka

Sumaiya Iqbal is a versatile and dynamic Criminology lecturer with a passion for understanding human behavior and contributing to societal well-being through research. With over nine years of experience in research, communications, partnership building, and content creation, Sumaiya possesses expertise in both quantitative and qualitative research methodologies. She holds a Master of Social Sciences in Criminology from the University of Dhaka and has contributed significantly to various projects, including historicizing BRAC, evaluating community housing support initiatives, and supporting crime research in Cox's Bazar. Sumaiya's dedication to cooperation, commitment, and inclusive approaches underscores her professional ethos, making her a valuable asset in the field of criminology and social research.



Our Advisors



AZM Nazmul Islam Chowdhury

Innovator and Founder Director ,Pumpkin Plus Agro Innovation Limited

Dr. Nazmul Chowdhury, a seasoned agriculturalist, is the Innovator and Founder Director of Pumpkin Plus Agro Innovation Limited. Formerly, as the Sr. Advisor Agriculture at 2030 WRG, The World Bank Limited, and in his role as Strategic Lead Agriculture and DRR at Practical Action, he has amassed over 28 years of development experience. With a Master's in Agricultural Science and a professional diploma in Poverty-Focused Monitoring and Evaluation from the University of East Anglia, UK, Dr. Chowdhury is a recognized expert in agricultural innovations, livelihood development, entrepreneurship, humanitarian responses, disaster risk reduction, and climate change adaptation. His leadership has been evident in managing a £17 million program, showcasing his skills in strategy development, program management, and monitoring and evaluation. He is the Governing Body Member of the Hortex Foundation GoB, Life member of Bangladesh Agricultural Extension Department, and Bangladesh Agricultural Extension Network (BAEN).

Saimum Reza Talukder

Senior Lecturer , School of Law, BRAC University

Saimum Reza Talukder, a Senior Lecturer at the School of Law, BRAC University, Bangladesh, and an Advocate at the District Court, Dhaka, holds an LL.M. and an LL.B. (Honours) from the University of Chittagong, Bangladesh, along with a specialized Master's degree in Law and Digital Technologies from Leiden University, Netherlands. Additionally, he has earned Diplomas in Social Innovation in a Digital Context from Lund University, Sweden, and Economic, Social, and Development Rights from Kathmandu School of Law, Nepal. With over 15 years of experience in the development sector, he has collaborated with renowned global development partners and UN agencies. Saimum Reza Talukder has participated in the Study of The US Institutes (SUSI) for Student Leaders, a leadership training program by the U.S. State Department.



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