



# Championing Knowledge Management in Asia

## LEARNING BRIEF

Summary on the first cohort of Asia KM Champions

*Knowledge*  
**SUCCESS**

## Overview: Asia KM Champions

Between March and September 2023, Knowledge SUCCESS launched our first-ever Asia Knowledge Management (KM) Champions cohort, a cohort of family planning and reproductive health (FP/RH) professionals eager to enhance their knowledge of KM and why it is important for FP KM to be done systematically, and to implement strategies for capturing, sharing, and using knowledge. The model followed a similar KM Champion model implemented by Knowledge SUCCESS in [East Africa](#). Ten [Knowledge Management champions](#) from five countries in Asia (Bangladesh, India, Nepal, Pakistan, and the Philippines) participated in sharing, networking and training sessions with other KM champions, and engaged in the leadership of KM activities in their organization or country.

Knowledge SUCCESS created the KM champion cohort to further strengthen knowledge exchange within and across countries in Asia to contextualize responses to such countries' KM needs. During the seven month cohort, Knowledge SUCCESS strengthened the KM Champions' capacity by providing timely and regular technical training and support in KM and providing immersive opportunities for hands-on

application of the KM skills covered in the training sessions. KM Champions met monthly for technical training and knowledge exchange sessions to learn about specific KM tools and techniques. Sessions also focused on opportunities for the KM Champions to engage and connect with one another to cross-learn from their own experiences. A dedicated WhatsApp group also provided the space to keep everyone easily connected and informed. The KM champions were gradually able to connect, integrate learning from the technical sessions and discussions into their own organization's works, with some also being able to apply learnings to a country level event.

*"Like almost all the opportunities of Knowledge SUCCESS, I have shared has really improved my personal as well as professional life. So it has been a major breakthrough in my career as well... The journey began in March, and it was incredible.. I mean, right from the first induction meeting that we had, with all the participants, from different countries, from different backgrounds and diverse fields. So it was all an amazing learning experience for me to learn from each other's work."*

- Asia KM Champion 2023 Cohort



Srishti Shah is a Senior Communications, Documentation and Knowledge Management Specialist for the [MOMENTUM Private Healthcare Delivery project](#). In this role she leads KM efforts for the project. Srishti applied to be a Knowledge SUCCESS KM Champion to not only be able to perform her role better but to also bring change in family planning and adolescent sexual and reproductive health in Nepal and Asia by ensuring efficiencies and evidence to action. In her application, Srishti shared "Championing KM in the country and region can help create an environment for more efficient and productive learning."

Knowledge Management Champions play an important role in change management for family planning and reproductive health (FP/RH) programs. They are not knowledge managers but part-time volunteer knowledge change agents/activists — facilitating knowledge acquisitions from knowledge innovators and enabling the sharing and effective utilization of such knowledge.

## Monthly Engagements

Early on in the activity, the KM champions were surveyed about their interests, skills, experiences and expectations for being part of the KM champions cohort. They also were encouraged to reflect and collect information about the KM needs of their organizations and countries, if possible. The majority expressed interest in sharing back learning with their organizations and contributing to improve their organization's KM practices. They were keen to learn from each other and to learn from the Knowledge SUCCESS project.

The input collected from the cohort at the beginning of the activity guided the selection of three technical KM topics for the trainings:

- Conducting effective Knowledge Exchange sessions
- Documenting and Publishing lessons learned
- How to facilitate Peer Assist

In the latter months of the activity, the monthly engagements focused on the KM champions themselves sharing their experiences, learnings and application of KM with their cohort. During each monthly meeting, three KM champions individually

shared their learning and experiences with the other cohort members. The remarks and questions from the other KM Champions made for lively discussions and learning.

*"I am now more aware of the various kinds of tools that are used for knowledge management. I can relate to those tools in the sense that although I have not had the opportunity to go forward and implement them... I think that I'm clear in my mind that if I wanted to apply a certain thing at a certain point, I would know which tool I can apply here, and I would be confident enough to go ahead and do that."*  
- Asia KM Champion 2023 Cohort

## Immersion Opportunities

Learning by doing experiences were also offered to the KM champions who, if they chose, would be able to immerse themselves in KM activities alongside Knowledge SUCCESS. This was done to provide hands-on learning experience for the KM champions to work alongside the Knowledge SUCCESS team to plan, prepare, implement and document KM activities. This would require more time commitment, effort and attention of the KM champions and thus was offered as optional. But this was an accessible opportunity in which they would not have to create their own activity but could take advantage of planned Knowledge SUCCESS activities.

For example, Srishti took advantage of this opportunity and worked with Knowledge SUCCESS on a webinar titled [Strategies to Engage the Private Sector in FP/RH: Insights, Experiences and Lessons Learned from Asia](#).

Srishti served as one of three panelists and shared her experience working on the MOMENTUM Private Healthcare Delivery Nepal project. She also went on to publish a content piece on [Supporting High Quality Family Planning Services Through Peer Communities in the Private Sector: An Experience from Nepal](#).

## Connection and Cross-learning

The KM Champions were encouraged to connect with each other. Most of the KM champions shared their experiences of applying KM learnings to their day to day work. Due to the diverse nature of the KM champions as well as similarities, the cross learning was engaging and interesting.

Through her participation in the cohort, Srishti revised the KM strategy for her project and organization to make it more robust, further built the KM capacity of local partners, and shared knowledge using various formats across the project and organization. Other KM Champions also applied KM learnings in their own work.

Abhinav Pandey, YP Foundation and Ankita Singh, UNFPA applied what they had learned to plan and facilitate knowledge exchange sessions, specifically with youth to provide a final set of recommendations to country leadership to utilize in the G-20 summit held in September 2023. Huma Haider, JHPIEGO, Shilpa Lamichhane, Visible Impact and Erickson R. Bernardo, Philippine Society of SRH Nurses Inc. , used the insights from the cohort to further strengthen ongoing practices of reflection, sharing, knowledge capture, documentation, and capacity strengthening among their colleagues.

Kevin P. Suela, Commission on Population and Development, Philippines leveraged the knowledge gained from the cohort to integrate KM into the national plan of action and create knowledge products such as video testimonials on FP and the dissemination of FP campaign strategies, Social and Behavior Change Communication (SBCC) materials, and guidelines.

*“...Other colleagues at the organization...were curious to know...“What are the things that you have learned as a practice by engaging in this cohort?” I’ve also given orientation about what are the strategies that I learned as a part of this cohort. So those are an amazing learnings, not only at the personal level, since we talk about knowledge, we talk about experience sharing, we talk about a lot of these things, but it can be only functional and can only be learned when we also share these ideas, when we share these experiences and learnings with other colleagues, with other people in the country, or with other networks that we connect [with].” - Asia KM Champion 2023 Cohort*

## What We Learned

While the KM Champions learnt from the process, Knowledge SUCCESS also learned about how better to engage future cohorts of KM Champions. An endline evaluation after the close of the cohort found an overall increase in knowledge among cohort members regarding the KM tools and techniques covered in the training sessions.

The KM Champions also shared feedback with us for future cohorts. They appreciated the flexibility to catch up by going through recordings and slides on the shared Google drive, the diversity of the cohort, minimal time commitment in regular sessions, and reminders about set events. The suggestion to have the KM champions themselves organize and co-lead some of the monthly sessions and serve as alumni mentors for the next cohort came from their feedback as well. KM Champions also appreciated having opportunities to connect with other KM Champions throughout the cohort, and wanted even more interaction amongst the champions through facilitated networking to figure out common areas of work, and sharing of experiences in addressing similar challenges.

*“The term knowledge management was a complex term to decipher, you know, to really understand myself, and even to explain to any other person. And I don't think I would have attempted to even explain it to anybody else, because even for me it was very difficult to really understand what it actually encompasses...I can tell you now what a [KM] tool is and how to use it. So yes, it was not very complicated the way it was taught. Although for me it was a very complicated topic.” - Asia KM Champion 2023 Cohort*

## Conclusion

Through participation in the cohort, FP/RH professionals across Asia:

- were equipped with the skills and knowledge they needed to be effective KM champions,
- reflected on the KM needs of their organizations and countries,
- shared their experiences applying KM learnings to their day to day work,
- connected with one another,
- worked alongside Knowledge SUCCESS in the planning and implementation of KM activities, and
- provided feedback that will inform future cohorts.

## Next Steps

Knowledge SUCCESS is starting the second Asia KM Champion cohort in mid-April 2024. Previous cohort members are serving as mentors to the new cohort of KM Champions to provide guidance and technical support.

Sign up for the [Knowledge SUCCESS Asia newsletter](#) to receive updates on opportunities in the region.

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