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**Civic engagement & Stakeholder analysis**

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# Civic engagement

The initiative to add something from the community participation by the way of civic engagement to bring any change or difference in the project. Civic engagement is defined as a sense of responsibility through which citizens act as agents of positive social change for a more democratic world[[1]](#endnote-0). Common concepts used in defining civic engagement include knowledge of and discussion of public affairs. Community involvement (Jeffres et al., 2002; Verba et al., 1995), political behaviors (Moy et al., 2005) or public involvement [[2]](#footnote-0). These concepts emphasize the idea of agency and participation in community affairs and in public and civic action through individual or group actions.

Civic Learning and Engagement, common indicators of civic engagement include: voting in national elections, joining a political party, being a candidate for local office, and civic activism, such as writing letters to a newspaper about social or political concerns, collecting signatures for a petition, collecting money for a social cause and boycotting products or services because of social concerns. For citizens to be engaged in civic life, they must be equipped with certain skills such as knowledge and understanding of community issues, values that support a civic culture, a willingness to act to advance the public good and the skills and ability to imagine a better society and direct social change [[3]](#footnote-1).

Civil society is usually conceived as the organised sphere of citizen activity beyond the state, market and household. (Lewis, 2011). Civic engagement is also defined as membership in collective activities for establishment and nourishment of the community through active citizenry (Shah et al., 2001).

# Objective of Civic Engagement

Civic engagement is driven by several key objectives, all of which collectively contribute to fostering a more democratic and equitable society. Two fundamental aspects of these objectives are:

* Community participation
* Government involvement

**Community Participation**

**Empowerment:** One of the primary objectives of civic engagement is to empower **Error. No index entries found.**individuals and communities. By actively involving citizens in decision-making processes and community affairs, civic engagement aims to give them a voice and a sense of agency in shaping their surroundings.

**Social cohesion:** Civic engagement seeks to enhance social cohesion by fostering a sense of community. It encourages people from diverse backgrounds to come together, share their perspectives, and work collectively towards common goals, thereby promoting understanding and unity.

**Problem solving:** Through community participation, civic engagement aims to address local issues and challenges. It encourages citizens to actively identify and find solutions to problems that affect their neighborhoods and quality of life.

**Government Involvement**

**Accountability:** Civic engagement serves as a mechanism for holding government accountable. By actively engaging with governmental processes, citizens can monitor the actions and decisions of public officials, ensuring they align with the best interests of the community.

**Policy Influence:** Civic engagement aims to influence government policies and decisions. It encourages citizens to provide input, share concerns, and advocate for policies that reflect the needs and aspirations of the community.

**Transparency:** Another key objective is to promote transparency in government operations. Civic engagement encourages the open sharing of information and decision-making processes, making government actions more accessible and understandable to the public.

The objectives of civic engagement revolve around empowering individuals, fostering social cohesion, addressing community issues, holding government accountable, influencing policies, and promoting transparency. These objectives work in tandem to create a more inclusive and participatory society, where both the community and government play integral roles in driving positive social change.

# Types of civic engagement

There are different types of civic engagement at various levels.

* Individual level
* Community level
* Organizational level
* From the Government

**Individual Level Civic Engagement:** This type involves actions taken by individual citizens to participate in civic activities. Examples include voting, attending public meetings, or volunteering for a community organization.

**Community Level Civic Engagement:** Community-level engagement focuses on collective efforts within a specific geographic or social community. It includes initiatives such as neighborhood associations, grassroots campaigns, and community projects aimed at improving the local area.

**Organizational Level Civic Engagement:** This form of civic engagement occurs through involvement in non-profit organizations, advocacy groups, or NGOs. Individuals and groups work together within these organizations to address specific social or political issues.

**Government-Initiated Civic Engagement:** This type involves the government actively engaging with citizens to seek their input on policies, decisions, or public affairs. It includes activities like town hall meetings, public consultations, and feedback mechanisms.

These different levels of civic engagement play a crucial role in shaping democratic societies and promoting active citizen participation.

# Process of Civic Engagement

**Electoral participation**: It is the process by which citizens choose their representatives in government. This can be done through voting in elections, running for office, or working on political campaigns.

**Volunteerism**: It is the act of freely giving one's time and skills to help others without expecting anything in return. Volunteers play a vital role in many communities, providing essential services and support to those in need.

**Public meeting attendance:** It is the act of attending public meetings to learn about and discuss issues that affect the community. Public meetings are an important way for citizens to stay informed about government decisions and to express their opinions on these decisions.

**Participation in community life:** It is the act of taking part in the social, cultural, and economic activities of one's community. This can include participating in community events, using a recreation club, visiting a park, joining clubs or organizations, and supporting local businesses.

**Public trust:** Public trust is the bedrock of successful project management. It is built through transparent and honest communication, active engagement, and demonstrating a commitment to the well-being of the community.

# Measurement of civic engagement

Measuring civic engagement in the context of a project management focused on a community problem-solving initiative involves assessing various aspects of participation and involvement. Here are the measurements:

**Community Problem Solving Initiative:** Measuring the success of a community problem-solving initiative can be done through various quantitative and qualitative indicators and includes tracking the number of problems addressed, the percentage of problems resolved, and the level of community satisfaction with the solutions implemented.

**Membership in a Local Association:** This measurement can be quantified by tracking the number of individuals who are members of local associations. Additionally, you can assess their level of involvement within these associations by monitoring their participation in meetings, events, and leadership roles.

**Campaigns:** Evaluate the success of campaigns by measuring their reach, impact, and objectives. This can include assessing the number of campaign events, volunteers involved, media coverage, and any increase in public support or awareness.

**Political Involvement**: Quantify political involvement by tracking the number of individuals engaged in political activities, such as attending town hall meetings, participating in political parties or advocacy groups

**Regular Voting:** Measuring regular voting can be done by collecting voter turnout data during elections and comparing it to eligible voters. Additionally, we can assess the frequency of voting in various elections (local, state, national) to gauge the community's commitment to civic participation.

**Motivating Voters:** To measure the impact of voter motivation efforts, we can conduct surveys to gauge voter awareness, interest, and motivation levels.

**Displaying Signs:** This measurement is more qualitative. we can track the number of signs displayed during a campaign or event.

**Contacting Officials:** Measuring this involves tracking the number of community members who have contacted elected officials, the issues raised, and the responses received.

**Contacting the Media:** Measure the impact of media contacts by assessing the number of media interactions, the extent of media coverage, and the influence on public discourse or policy discussions.

# Participation In Community Life

Participation in community life means the active involvement of individuals in various aspects of their local community and the broader society. It encompasses a wide range of activities and interactions that contribute to the well-being, development, and cohesion of the community. Participation in community life involves residents taking an active role in shaping their community, addressing local issues, and building a sense of identity and belonging . Here are some specific examples of participation in community life:

1. Visited a public library or used library services
2. Used recreation centers or participated in a recreation program or activity
3. Visited parks
4. Volunteerism

**Visited a public library or used library services:** Public libraries play a significant role in promoting civic engagement in various ways:

Libraries provide free access to a wide range of information, including books, newspapers, magazines, and digital resources. This empowers individuals to stay informed about local, national, and global issues, which is crucial for active civic participation. Many libraries offer literacy programs and resources that help community members improve their reading and writing skills. Higher literacy levels are essential for effective civic engagement, as they enable people to understand and contribute to public discourse. Libraries often serve as community hubs, offering spaces for meetings, discussions, and public events. These spaces enable people to come together to collaborate on community projects, engage in dialogue about local issues, and participate in civic organizations. Libraries are inclusive spaces where people from various backgrounds and walks of life can come together. This promotes social cohesion and a sense of belonging within the community, which are essential for active civic participation.

Public libraries contribute significantly to promoting civic engagement by offering resources, knowledge, spaces, and opportunities for community members to become informed, collaborate, and actively participate in the civic life of their communities.

**Used recreation centers or participated in a recreation program or activity:** These are the forms of civic engagement that contributes to individual well-being and community development. Here's how it fosters civic engagement:

Recreation centers provide spaces and facilities for physical activities, exercise, and wellness programs. Engaging in these activities promotes personal health and well-being, enabling individuals to be active and contributing members of the community. Recreation centers often serve as community hubs where people come together for recreational and social activities. These spaces foster a sense of community and provide opportunities for individuals to connect with their neighbors. Many recreation centers host cultural events, workshops, and educational programs. These activities not only enrich individuals' lives but also promote civic awareness and community involvement. Recreation centers frequently offer programs and activities for youth and families. Engaging young community members in positive and supervised activities encourages a sense of responsibility and community participation from a young age. Using recreation centers creates a space for people to come together, share experiences, and actively participate in the life of their community. Additionally, it creates opportunities for individuals to engage actively in local initiatives and collaborate with their neighbors to address common challenges.

**Visiting a park :** Participating in community life through visiting a park is a fundamental form of civic engagement with broad-reaching impacts. Here's a comprehensive discussion of how this activity fosters civic engagement:

Parks often serve as natural hubs for community members to gather, relax, and engage in various activities. These green spaces provide a neutral ground where people from all walks of life can come together, fostering a sense of unity and shared identity within the community. Parks are generally open and accessible to everyone, promoting social inclusion and breaking down socio-economic, age, and cultural barriers. Individuals from diverse backgrounds can interact, strengthening the social bond of the community. Parks offer opportunities for exercise, sports, relaxation, and outdoor activities. Engaging in these activities promotes physical and mental well-being, making individuals healthier and more capable of active civic participation. Parks are family-friendly spaces, encouraging parents, children, and youth to spend time together. This fosters a sense of community involvement from a young age and strengthens family bonds.

**Volunteerism:** Participating in community life through volunteerism is a form of civic engagement that encompasses a wide range of activities, all of which contribute to the betterment of the community and society as a whole. Here's a comprehensive discussion of the impact of volunteerism on civic engagement:

Volunteerism is an active form of civic engagement, where individuals invest their time and energy into various community initiatives, projects, and organizations. It demonstrates a commitment to the welfare of the community. Volunteering often involves working with others who share similar interests and values. This fosters social connections and community bonds, as volunteers collaborate and support each other in achieving common goals. Volunteers frequently acquire new skills and knowledge through their activities. This personal development not only benefits the volunteer but also enriches the community by having individuals with diverse skills available for community projects. Volunteering can engage youth in meaningful and constructive activities, promoting a sense of responsibility and community involvement from a young age. Youth volunteerism contributes to character development and civic awareness.

# Relationship of Civic Engagement to Outcomes

The relationship of civic engagement to outcomes refers to the connection between individuals' active participation in civic activities and the resulting effects or consequences that occur within a community or society. Civic engagement is closely related to various outcomes within a community or society. Here's how civic engagement is connected to these outcomes:

1. Public trust
2. Recycling
3. Sense of community
4. Quality of local government services
5. Community as a place to live

**Public Trust**

Civic engagement and public trust are closely interconnected in a mutually reinforcing relationship. Here's a broad explanation of how they are connected:

Civic engagement involves active participation in various community and civic activities, including voting, volunteering, and participating in public discussions. When individuals engage in these activities, they become more informed about community issues and government processes. This knowledge fosters trust in the system because people understand how decisions are made. Trust is built when civic engagement demands transparency and accountability from institutions and public officials. Engaged citizens often ask for transparency in government actions and expect accountability for decisions. Civic engagement provides a platform for citizens to voice their concerns and opinions. When officials and institutions listen to this feedback and take it into account, it builds trust. Knowing that their voices are heard and considered makes citizens feel valued. Civic engagement fosters social connections and community bonds. When individuals work together on community projects or collaborate in discussions, it strengthens the sense of community and social cohesion. It ensures that decisions are made with the input of the people. Civic engagement can address public mistrust by providing a platform for open dialogue. It allows for the discussion of issues and concerns, which can lead to better understanding and, ultimately, increased trust among differing groups or between the public and institutions.

**Electoral participation** is a fundamental aspect of civic engagement, particularly in democratic societies. It refers to the active involvement of citizens in the electoral process, which includes voting in elections, running for public office, engaging in campaign activities, and participating in various aspects of the democratic decision-making system. Electoral participation is a fundamental way in which citizens influence the direction of their society and contribute to democratic governance.

**Public meeting attendance** is a significant form of civic engagement that involves individuals actively participating in community or government meetings, discussions, and decision-making processes. This type of civic involvement is critical for a well-functioning democracy and community development. Public meeting attendance is a vital form of civic engagement that promotes transparency, accountability, and citizen involvement in local decision-making.

**Recycling**: Recycling means the active participation of individuals and communities in environmentally responsible practices related to waste reduction and resource conservation. Civic engagement through recycling involves various activities and initiatives aimed at minimizing waste, reusing materials, and promoting sustainable practices within a community. It is a proactive way for people to contribute to the betterment of their environment and society as a whole. Civic engagement in recycling includes actions such as separating recyclables from trash, participating in local recycling programs, advocating for recycling policies, educating others about the benefits of recycling, and volunteering for cleanup events. It is a form of responsible citizenship that promotes environmental stewardship and sustainability.

**Sense of Community**: A sense of community in civic engagement refers to the feeling of belonging, connectedness, and shared identity among individuals within a community who actively engage in various civic activities. Here's how a sense of community is fostered through civic engagement:

Civic engagement often involves individuals and groups coming together around common goals or causes, such as community development, environmental sustainability, or social justice. These shared objectives create a sense of purpose and unity. When people collaborate in civic activities, they form relationships and partnerships that build a sense of trust and camaraderie. Working together for a shared cause strengthens the community bond. Civic engagement strives to be inclusive, welcoming people from diverse backgrounds and perspectives. Inclusivity fosters a sense of belonging and ensures that everyone's voice is heard and valued. Accomplishments in civic engagement, such as the successful completion of a community project, are celebrated together. These achievements reinforce the sense of community and shared pride. A sense of community in civic engagement is a feeling of togetherness, cooperation, and shared identity among individuals who actively participate in improving their communities. It's a powerful force that strengthens the bonds between community members and contributes to the well-being and progress of the community as a whole.

**Quality Of Local Government Services:** The quality of local government services refers to the level of effectiveness, efficiency, and responsiveness of services and initiatives provided by local government authorities to meet the needs of their community. It encompasses various public services, programs, and activities that directly impact residents' well-being and their ability to engage with the government and participate in civic activities. High-quality local government services include transparent and accessible information. When citizens can easily access information about government activities, budgets, and policies, they are better informed and more likely to engage in civic activities. When local government services are efficient, responsive, and meet the needs of the community, citizens are more likely to be satisfied. Satisfied residents are often more inclined to participate in civic activities, knowing that their government is accountable and responsive. Quality government services contribute to building trust and confidence in local institutions. Citizens are more likely to engage when they have faith in the government's ability to address their concerns and deliver services effectively. High-quality government services are designed to be inclusive and accessible to all members of the community. This inclusivity ensures that people from diverse backgrounds can engage in civic activities without barriers.

**Community As A Place to Live:** Community as a place to live refers to the physical and social environment in which individuals reside and actively participate in various community-based activities and initiatives. It encompasses the idea that the quality of the community where people live significantly affects their willingness and ability to engage in civic activities. Here are some key aspects related to the concept :

The physical infrastructure and amenities in a community, including housing, parks, roads, public transportation, and recreational facilities, can greatly influence the quality of life and the residents' engagement in community events. A safe and secure community fosters trust and encourages residents to participate in public gatherings, neighborhood watch programs, and community events without fear of crime or violence. A strong sense of belonging and attachment to the community is essential for civic engagement. When residents feel connected to their community, they are more likely to invest time and effort in improving it. Inclusive communities welcome residents of all backgrounds, cultures, and demographics. A community that values diversity and inclusivity creates an environment where everyone feels they have a place to live and actively participate. Access to quality public services, such as healthcare, libraries, and social services, can enhance the well-being of residents and their capacity to engage in civic activities. Overall quality of life factors, including clean air and water, healthcare access, and cultural opportunities, significantly influence the attractiveness of a community as a place to live and engage civically.

Community as a place to live is a fundamental aspect of civic engagement. The quality of the community's physical and social environment, safety, inclusivity, economic opportunities, and access to resources all contribute to residents' desire and ability to actively participate in their community's civic life and make it a better place to live.

# Impact Of Civic Engagement

Civic engagement can have various positive impacts on individuals and society, including:

1.Strengthening Democracy: Civic engagement is essential for a functioning democracy. It allows citizens to participate in decision-making processes, vote in elections, and hold government officials accountable. This helps ensure a more representative and responsive government.

2.Community Building: Civic engagement fosters a sense of community and belonging. When people actively participate in local initiatives, volunteer, or join civic organizations, they build stronger connections with their neighbours and create a sense of togetherness.

3.Social Change: Civic engagement can be a powerful force for social change. Activism, advocacy, and grassroots movements often rely on the active involvement of citizens to address issues like civil rights, environmental protection, and social justice.

4.Personal Empowerment: Engaging in civic activities can empower individuals by giving them a sense of agency and the ability to make a difference in their communities. It helps people develop leadership skills and confidence.

5.Problem Solving: Civic engagement allows people to address local problems and challenges directly. Whether it's through community organizing or volunteering, citizens can contribute to finding solutions to issues in their neighbourhoods.

6.Increased Accountability: When citizens are actively engaged, public officials are more likely to be accountable for their actions and policies. They know that engaged citizens are watching and can hold them responsible.

7.Economic Benefits: Civic engagement can also lead to economic benefits for communities. Strong civic engagement can attract investments, businesses, and opportunities that improve the overall quality of life in an area.

8.Social Cohesion: Engaging in civic activities can promote social cohesion by bringing people from diverse backgrounds together around common goals. This can help reduce social divisions and promote tolerance.

It's important to note that the impact of civic engagement can vary based on the level of participation, the specific activities involved, and the context in which it occurs. However, overall, civic engagement plays a crucial role in building and sustaining healthy democracies and communities.

# Obstacles of civic engagement

Civic engagement faces various obstacles and challenges, which can vary depending on the context and location. Some common obstacles to civic engagement include:

1.Apathy and Disengagement: One of the significant obstacles is the apathy or disengagement of citizens. Some people may feel disconnected from the political process or believe that their actions won't make a difference.

2.Barriers to Access: Economic, social, and structural barriers can limit access to civic engagement. These barriers may include financial constraints, lack of education, or discriminatory practices that disproportionately affect certain groups.

3.Political Polarization: Increasing political polarization can make it challenging for people with differing viewpoints to engage in constructive dialogue and collaboration. This can discourage civic engagement by creating a hostile or adversarial environment.

4.Lack of Information: Many individuals may not have access to accurate and unbiased information about civic issues, candidates, or policies. This lack of information can hinder informed decision-making and participation.

5.Time Constraints: Busy lives, work, and family responsibilities can limit the time individuals have to engage in civic activities, such as attending meetings, volunteering, or participating in grassroots movements.

6.Complex Bureaucracy: Complex and bureaucratic processes for participation, like voter registration or petitioning, can deter people from getting involved. Streamlining and simplifying these processes can encourage more civic engagement.

7.Lack of Representation: When certain groups, such as minorities or marginalized communities, do not see themselves represented in the political system, they may be less motivated to engage. This can create a cycle of underrepresentation and reduced civic participation.

8. Digital Divides: In the age of digital technology, the digital divide can prevent some individuals from accessing online civic engagement platforms or participating in the digital public sphere.

9.Lack of Civic Education: A lack of education on civics and the importance of civic engagement can lead to a disinterested or uninformed citizenry.

Overcoming these obstacles often requires a multi-faceted approach, including efforts to increase public awareness, improve education, reduce structural barriers, and promote inclusive and accessible civic participation. Effective civic engagement also depends on fostering a culture of participation and collaboration in society.

# Importance of civic engagement

Civic engagement is important for several reasons, as it plays a significant role in shaping democratic societies and fostering active and responsible citizenship. Some key importance of civic engagement includes:

1. The community life might be more standard.
2. The quality of the government could be more effective and innovative.
3. When citizens are actively engaged, public officials are more likely to be accountable for their actions and policies. Elected representatives know that engaged citizens are watching and can hold them responsible. In the community prevails Less crime.
4. Strong civic engagement can attract investments, businesses, and opportunities that improve the overall quality of life in communities, leading to economic benefits.
5. It enhances the legitimacy of government and political institutions. People are more likely to accept the decisions and policies of a government that they believe are inclusive and responsive.
6. Civic engagement is fundamental to the functioning of a democracy. It allows citizens to participate in the decision-making process, hold government officials accountable, and shape public policies. It helps formulate more practical policies.
7. When people actively engage in civic activities, they help ensure that their voices are heard and that their concerns and interests are represented in government and public discourse.
8. Civic engagement fosters a sense of community and social cohesion. It encourages people to come together, work towards common goals, and build stronger connections with their neighbors and fellow citizens.

In summary, civic engagement is vital for maintaining healthy democracies, building strong communities, and addressing societal challenges. It empowers individuals, fosters social cohesion, and ensures that the voices and concerns of citizens are integral to the functioning of governments and societies.

# Stakeholder and Stakeholder Analysis

* What to Understand
* What is Stakeholder?
* Who are the stakeholders ?
* What is Stakeholder Analysis?
* What are the steps of stakeholder Analysis?

**Introduction**

Stakeholders are individuals, groups, or organizations that have an interest or concern in a particular project , business or decesion making process. Stakeholder analysis is a systematic process of identifying, analysing, and understanding these stakeholders and their respective interest, influence and involvement in the project or organisation. It helps in managing relationships, addressing concerns, and ensuring the decisions take into account the needs and expectations of all relevant stakeholders.

Meaning of Stakeholder

The term "stakeholder" has its origins in the business and financial world in 20th century. Later it expanded and widely used in various fields including project management, corporate social responsibility, and public policy. According to standardford Research institution, 1963, the word "stakeholder" originally referred 'to those groups without whose support the organisation would cease to exist'.

**Definition of stakeholder:**

Stakeholder are a varied group with varied interest. They are power of a project. Some of the prominent definition of stakeholders ere given below:

According to the Project Management Institute, stakeholders are defined as:

“Individuals and organizations who are actively involved in the project, or whose interests may be positively or negatively affected as a result of project execution or successful project completion.”

In other words, your project’s stakeholders are the people or groups who have something to gain (or lose) from your project’s outcome.

According stakeholder Engagement Handbook , "A stakeholder is any person or group who influences or is influenced by the research" This broad, inclusive definition covers anyone or any group directly or indirectly affected by a project, as well as those who may have an interests in a project and/or the ability to influence it's outcome either positively or negatively.

Who are the stakeholders in a project ?

The stakeholders in each particular project will vary depending on the type of project and industry, but here are a few examples of the types of stakeholders in project management you might need to consider:

* Owner, supplier and partners, resource manager executive of any project.
* Buyers and customer.
* Government and regulators, bank
* National and international organization.

So how do we know which stakeholders you need to focus on for your particular project? For that, we need to do a stakeholder analysis.

Definition of Stakeholder Analysis

Every project has individuals who have some sort of interest or will be influenced by it- the project stakeholders. Failing to engage with them can have a direct impact on the project's outcomes. To be able to engage with them, we need to know who the are and when stakeholders analysis come in placc. Following definition will clear the idea about it.

'Stakeholder analysis is the process of collecting information about any person that will be impacted by (or can impact any project'(Mariana Zanchetta, 2022)

# Steps of stakeholder Analysis

Stakeholder analysis is one of the key steps to establishing support when Starting a project. Once stakeholder analysis is complete, we will have the necessary understanding of our stakeholders to plan communication in stakeholder engagement plan.

Let's go over each step:

* Identify the stakeholders:

First step, you need to identify who your stakeholders actually are. To do this, draw on your project charter and any other project plans and documentation to compile a full list of your project stakeholders, both internal and external.

Bear in mind that some stakeholders won’t come into play until later in the project lifecycle — but if you can anticipate who they’ll be in advance, you can start to get their buy-in, build the relationship from the outset, and help them to feel involved from the beginning.

* Identify their needs and areas of interest:

After identifying all the stakeholders , you can start to identify their needs and areas of interest. What they really want what is their felt need should consider in this phase through prioritization.

* Identify the conflict area:

When one stakeholders interest oppose another's, conflicts often arise here. Besides these limited resources, power imbalance, communication gaps, unclear roles and responsibilities create conflict in implementing any project. Thus, it should identify and should minimize effectively

* Classify the groups of interest:

In stakeholder analysis, groups of interest are classified into several categories based on their relationship with the project or organization, including primary, secondary, internal and external stakeholders. Classifying stakeholdershelps organization to prioritise their efforts, focusing on engaging and managing relationships with those groups that have the most significant impact on the project's success.

# Category of stakeholders

**Stakeholders can be categorized into various groups, including:**

1. Internal Stakeholders:

* Employees
* Management
* Shareholders or owners

2. External Stakeholders:

* Customers
* Suppliers
* Government
* Regulatory agencies
* Competitors
* Local communities
* Non-governmental organizations (NGOs)
* Financial institutions
* Media

3. Specific Interest Stakeholders:

* Environmental groups
* Labor unions
* Industry associations

4. Project-Specific Stakeholders:

* Project team members
* End users
* Contractors

These categories may vary depending on the context and industry, but they provide a general framework for understanding the different types of stakeholders involved in various organizations and projects.

**Stakeholder engagement typically involves several key steps:**

**Identify Stakeholders**

Identify all individuals, groups, or organizations that have an interest in or are affected by a project or decision.

**Prioritize Stakeholders**

Determine which stakeholders are most influential, relevant, or impacted by the project, and prioritize them for focused engagement.

**Understand Stakeholder Interests and Needs**

Gather information about each stakeholder's interests, concerns, and needs related to the project or decision.

**Develop a Stakeholder Engagement Plan**

Create a plan that outlines how and when you will engage with each stakeholder, the communication channels to be used, and the objectives of engagement.

**Engage Stakeholders**

Actively involve stakeholders by sharing information, seeking their input, and addressing their concerns or feedback.

**Listen and Communicate**

Actively listen to stakeholders, address their questions and concerns, and provide transparent and timely communication throughout the project.

**Manage Expectations**

Ensure that stakeholders have realistic expectations about the project's outcomes and timelines.

**Adapt and Adjust**

Continuously monitor and assess the stakeholder engagement process, and be willing to adapt your approach based on feedback and changing circumstances.

**Report and Document**

Maintain records of stakeholder interactions and decisions, and provide regular updates and reports on the engagement process.

**Close the Loop**

After the project is completed, provide feedback to stakeholders on the outcomes and the extent to which their input was considered.

Effective stakeholder engagement is crucial for project success and building positive relationships with those affected by your actions.

# Advantage of stakeholders analysis

Good stakeholders bring a lot to project. During the project planning phase, stakeholders are guide to figuring out where the project should go. Internal stakeholders can support in developing a budget or resource management plan for the project. Knowing who your external stakeholders are can help set project scope and project objectives. Then, once the project gets underway, good project stakeholders can drum up support, help when things go wrong, and keep team motivated .

Clearly understanding project stakeholders can help gain buy-in and execute your project more effectively. In addition, a stakeholder analysis can help :

**Gain stakeholder support:** Knowing and addressing the concerns and interests of key stakeholders can foster support, which is crucial for the smooth implementation of a project or strategy.

**Risk management:** Others may help you identify potential risks before they become threats to your project or organisation, which could save you resources and months of wasted time.

**Competitive advantage:** Communicating directly with a stakeholder allows you to learn their perspective, obtain valuable feedback to improve your products and services and also new insights to help you gain a competitive advantage.

**Better decision making:** An informed decision is the best decision. By canvassing opinions early on, you avoid costly mistakes and improve the decisions you make in the future.

**Interest Analysis:** Interest analysis looks at the needs and interests of stakeholders and attempts to find ways to meet those needs within the project. It is an important part of stakeholder engagement and can help ensure that stakeholders are satisfied with the outcomes of the project.

**Power Analysis:** Power analysis looks at the power dynamics between stakeholders and how they might influence the project. It can be used to identify any potential conflicts of interest and to develop strategies to manage them.

**Becoming Successful:** Project success and its related effects are significantly influenced by stakeholders’ attitudes. You may also land new jobs by anticipating stakeholder expectations and delivering results. This is key in helping organisations stay ahead of the competition

# Significance of stake holders

There are a lot benefits which can be found from the stake holders. Stake holders are part and parcel of projects. According to The BiodivERsA Stakeholder Engagement Hand-book, BiodivERsA, Paris (108 pp) published by Durham E., Baker H., Smith M., Moore E. & Morgan V. (2014), here are some significance of stake holders which are benefactor for projects:

**Higher profile and enhanced reputation:** Stakeholders with a strong reputation can enhance the public image and credibility of a project, attracting more attention and trust from people, investors, and partners. This increased profile can lead to better opportunities and long-term success.

**Useful contacts for future engagement:** Stakeholders who have valuable contacts can facilitate future collaborations and partnerships for the project, opening doors to new opportunities and expanding its network. These connections can be instrumental in driving growth and success.

**Improved dissemination of results:** Stakeholders can play a role in enhancing the distribution of a projects’ achievements and outcomes, ensuring that positive results reach a wider audience and create a more significant impact. This improved dissemination can lead to greater recognition and support for the organization's efforts.

**Enhanced impact of research:** Stakeholders can amplify the influence of research initiatives by providing financial support, resources, or expertise, leading to more substantial and meaningful outcomes. Their involvement can increase the relevance and practical application of the research, benefiting both the organization and society.

**Improved chances of funding success:** Stakeholders can bolster a project's likelihood of securing funding by offering financial support, connections, or endorsements, making it more appealing to potential investors or grant providers. Their involvement can enhance the project's credibility and attractiveness, increasing the chances of funding success.

**Better knowledge:** Stakeholders can contribute valuable insights and expertise to a project, enhancing the overall knowledge base. Their involvement can lead to a deeper understanding of the subject matter, resulting in more informed decision-making and better outcomes.

**Opportunities for learning:** Stakeholders can create opportunities for learning by sharing their experiences, insights, and knowledge, which can be valuable for personal and professional growth. Engaging with stakeholders can offer unique perspectives and lessons that enrich the learning process.

**Better quality data:** Stakeholders can contribute to better data quality by providing accurate and comprehensive information. Their active involvement in data collection and validation processes can lead to more reliable and robust datasets, which are essential for informed decision-making and analysis.

**More resources provided**: Stakeholders can increase the availability of resources, such as funding, personnel, or technology, which can bolster a project's capabilities and effectiveness. Their contributions provide vital support for achieving project goals and objectives.

**Potential to improve methods**: Stakeholders can provide opinion and suggestions that have the potential to enhance existing methods and practices, leading to more efficient and effective processes. Their input can drive innovation and continuous improvement in the organization's operations.

**Improved research questions:** Stakeholders can contribute to the formulation of more relevant and meaningful research questions by providing real-world perspectives and insights. Their involvement can lead to research that is better aligned with practical needs and societal challenges.

**Better analysis:** Stakeholders can enhance the quality of analysis by providing domain-specific expertise and diverse viewpoints, leading to more thorough and insightful evaluations of data and situations. Their involvement can result in more robust and well-rounded analyses.

**Increased potential to leave a legacy:** Stakeholders can contribute to leaving a lasting legacy by supporting and championing projects or initiatives that have a positive, enduring impact on a community or organization. Their involvement can help create a meaningful and sustainable mark for future generations.

# Conclusion

Civic engagement involves actively involving the community and its members in the decision-making and implementation processes of a project. This ensures that the project aligns with the local context and addresses the actual needs and priorities of the community. On the other hand, stakeholder analysis identifies and engages key individuals or groups who have a vested interest in the project's success, such as investors, partners, or experts. By combining these two approaches, a project gains the advantage of local insight and expertise, which can significantly improve its design, execution, and long-term impact.

Moreover, this collaborative approach fosters a sense of ownership and responsibility among stakeholders and the community, leading to a more sustained commitment to the project's success. It also helps in mitigating potential conflicts and challenges that may arise during the project's lifecycle, as the concerns of various stakeholders are addressed from the outset. This comprehensive approach ultimately results in more effective and socially responsible projects that leave a positive legacy in the community while serving the interests of the organization or project management team.

**References**

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**Footnote**

1. 1. Parveen, S. S. (2023), SUST. Slide for SCW- 322, Civic engagement, page no (01- 06).

   [↑](#endnote-ref-0)
2. (Clift, 2004; Margolis & Resnick, 2000) [↑](#footnote-ref-0)
3. (Carpini, 2000; Pratte, 1988) [↑](#footnote-ref-1)