

## ABSTRACT

Globally Stakeholders are considered as one of the key components for the success of any project, the full benefits of stakeholder management have yet to be tapped. Hence, the addition of project management of stakeholders as a core area of knowledge of the PMBOK® Guide – Fifth Edition has set a new direction towards identifying stakeholders as project success enablers. This study was carried out to assess stakeholder management practices in non-profit organization, concerning the goal of sustainable development. A Qualitative approach was used to investigate and data were collected from different regions (Islamabad, Karachi, district Sajawal) via multiple methods including; reports examination, site observation, community meetings, discussions with focus groups and semi-structured face-to-face interviews with all the key stakeholders of the case study. Total numbers of 50 key respondents were taken by purposive and snowball sampling techniques with 90% response rate and the approach of thematic analysis was used to describe the insights of the case via qualitative software NVIVO 12. It was evident from the study that, project organization's main focus is community during. Case organization using all the relevant social development standards and strongly contributing to innovation and sustainable development goals. However, there is a strong need to document their stakeholder management process as a whole mechanism to meet the international standards of project management. Additionally, the analysis presents a set of theoretical and practical recommendations towards maximizing the overall impact of project stakeholder management within any projects or program.

**Keywords:** Stakeholder, Stakeholder management, Systematic approach.