



**ASSESSMENT OF THE ROLE OF STAKEHOLDER COMMUNICATION ON
PERFORMANCE OF PUBLIC PROJECTS IN RWANDA: EVIDENCE OF
INDASHYIKIRWA GENDER-BASED VIOLENCE PREVENTION MODEL PROJECT
IMPLEMENTED BY THE MINISTRY OF GENDER AND FAMILY PROMOTION.**

BY

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ABSTRACT

*The study determined the role of stakeholder communication and project performance. While the specific objectives of this research were determining how stakeholder's communication is done in Indashyikirwa GBV prevention project; assessing the performance of project for the period of the study; and find out the relationship between communication stakeholder and performance of the project. Target population was 421 people comprised employees, and trained couples in Gatsibo District, while sample size was 206 of respondents selected using stratified and simple random sampling methods. The primary data was using questionnaires, interview, and observation while secondary was documentary review. The parametric and non-parametric tests were done where spearman test has been used to analyze the relationship or correlation between variables. Through regression analysis results confirmed that there is a significant, positive and very strong correlation between channels of communication and project performance of the Indashyikirwa GBV prevention project as Pearson correlation is .921** with the p-value is 0.000. The results indicated also significant, positive and very strong correlation between frequency communication of stakeholders and project performance of the Indashyikirwa GBV prevention project as Pearson correlation is .933** with the p-value is 0.000, which is less than both standard significance levels of 0.05 and 0.01. There is a significant, positive and very strong correlation between effectiveness of communication of stakeholders and project performance of the Indashyikirwa GBV prevention project as the Pearson correlation is .936**. There is a significant, positive and very strong correlation between beneficiaries' feedback and project performance of the Indashyikirwa GBV prevention project as the Pearson correlation is .984** with the p-value is 0.000. There is a significant, positive and strong correlation between Beneficiaries' engagement, and project performance of the Indashyikirwa GBV prevention project as the Pearson correlation is .611** with the p-value is 0.000.*

Key words: stakeholder, communication, project performance

GENERAL INTRODUCTION

Communication is an essential process in our day-to-day life, and the entire world revolves around it. Efficient stakeholder management is an essential requirement for any successful organization. Stakeholders are usually parties who have a stake in a project and have a great influence on its success or failure. Stakeholders play different roles within a project, depending on responsibilities, rules and titles formulated during the formation of the project or during its growth.

Such role is like voting and decision making, providing expertise, managing industrial crises, corporate social responsibility, etc. Stakeholders contribute in project process and activity, conceive the idea, develop project plans, execute the plans, make decisions, etc. So, management of their requirements and expectations is critical to project success (Willy Korio, 2018).

The project is a performance if it achieves all of the agreed objectives, quality parameters, timelines and costs. Scholars however, perceive the performance of a project differently. This could be explained by the inherent differences in both the Academic and Social Backgrounds of the scholars. The Academia therefore, needs to acknowledge that there is no single measure of Project Performance. This argument is further supported by Badiru (2002) who opined that a project's relative degree of performance or failure may change over time.

Pitts *et al.*, (2012) supposed that "fundamental competency of scheme created on effective

STATEMENT OF THE PROBLEM

The government of Rwanda has made several efforts to ensure Success of Projects in the Public Sector. Some of the most remarkable reforms include constituting a technical committee to assess the existing public transport problems (World Bank Report, 2015); most of projects failed due to the issue of lack of effective communication which leads to misunderstanding in the workflow, weak return on investment, even loss of revenue and failure deeply to reach on the performance especially those GVB projects.

Rwanda is one of the sub-Sahara African countries that has made greater strides in promoting gender equality and empowerment of women as evidenced in its achievements. Gender-based violence (GBV) is still a widespread

communication management, if properly achieved, attaches every member of a venture team, so that they can effort collected to achieve the project's objectives. If communication is not achieved effectively and fully unspoken by project managers, project outcomes may be at risk.

Effective project communication management safeguards the right information reaches the right person at the right time and in a cost-effective manner. Communication remains key to retain team associates, managers, and stakeholders knowledgeable and pursue the project objectives, as well as to identify issues, risks, misunderstandings, and all other challenges to project completion."

Project message management forms suitable and appropriate cohort, collection, dissemination, storage, and disposition of project information. Open and clear communications are required among organizers, implementers, and all levels of the society for project achievement. It comprises having a communication plan, information delivery path, progress reportage, and information sharing system for management and customers.

Scheme communication management should also comprise methods and techniques to build trust and relationships among side members, as well as propagate wanted personal behaviors and clear communication rules that influence the project performance in public institutions (Kwak, 2002).

problem in Rwanda, with women remaining the primary people affected. The country is known to be a pace setter in the fight against this epidemic. Innovative national strategies and policies have been initiated by the government to eliminate GBV and promote gender equality at all levels (Roeder, Tres, 2011).

According to the issues, it is clear that stakeholder communication is among of the key causes of projects success or failure. The centre questions for this study based on which are the communication strategies used by Indashyikirwa GBV prevention project; are there any modern technologies that have increased the forms of verbal communication for Indashyikirwa GBV prevention project; what is the benefit of using

visual mediums for communication over verbal forms of communication in Indashyikirwa GBV prevention project and which is connection between stakeholder communication strategies and success level of Indashyikirwa GBV prevention project.

OBJECTIVES OF THE STUDY

The overall objective of this study determined the role of stakeholder communication and project performance in Rwanda. While the specifics objectives of this research are to:

1. Determine how stakeholder communication is done in Indashyikirwa GBV prevention project

RESEARCH QUESTIONS

The research question are as follows:

1. How is stakeholders communication is done in Indashyikirwa GBV prevention Project?
2. How was the performance of Indashyikirwa GBV prevention project for the period of the study?

RESEARCH HYPOTHESIS

1. **H₀**. There is no significant effect of stakeholder communication on project performance of Indashyikirwa GBV prevention project.

CONCEPTUAL FRAMEWORK

The study independent variable is stakeholder’s communication while dependent variable of this study is project performance. The following

Therefore, this study was undertaken to find out why GBV projects take long to be implemented and why others poorly performed. The study examined the influence of stakeholder’s communication on performance of Indashyikirwa GBV Prevention model project implemented by the Ministry of Gender and Family promotion.

2. Assess the performance of Indashyikirwa GBV prevention project for the period of the study; and
 3. Find out the effect of communication stakeholder on performance of Indashyikirwa GBV prevention project
3. What is the effect of stakeholders communication on project performance of indashyikirwa GBV prevention Project in Rwanda?

2. **H₁**. There is significant effect of stakeholder communication on project performance of Indashyikirwa GBV prevention Project.

figure 1 shows conceptual framework indicated the stakeholder’s communication and project performance.

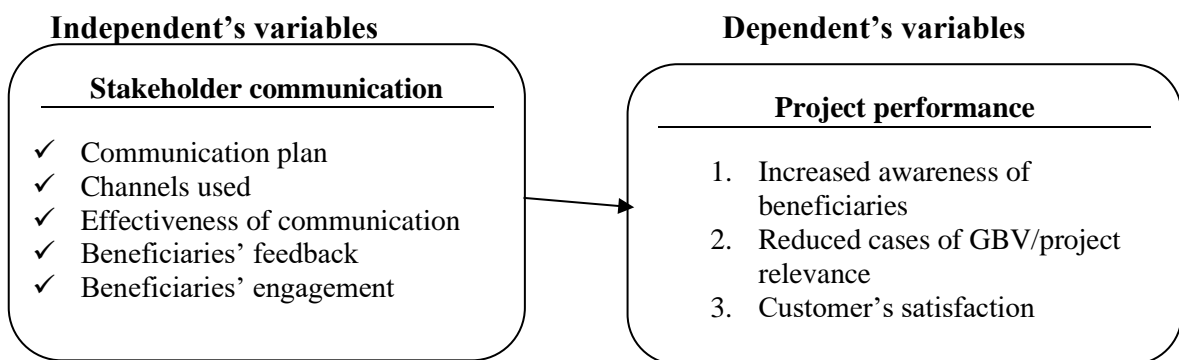


Figure 1: Conceptual framework showing relationships among variables

The figure defined the relationships between independent variable dimensions and project performance. The arrow symbolized that the

effect of stakeholder’s communication was a causal agents of project performance.

THEORETICAL FRAMEWORK

In this study, weber’s classic organizational theory; Tompkins and Cheney’s organizational control theory, and Dietz’s managerialism theory

that are working as main philosophies usefully in this study.

Weber's Classic Organizational Theory

Anderson, (2017) itemized that “the widely valued management theorist, Max Weber is careful the pioneer of organizational studies. His theory of bureaucratic organizations remains the first effort to define organizational structure and stretch meaning to communication actions occur within organizations.

Weberian theory holds the societies have clearly separate roles and responsibilities and hence communication stays hierarchical, structured, and clear. There is no scope for misperception in the messages being absorbed from top and hence organizations have inflexible machine-like structures, each individual gives by way of clear and unambiguous roles and responsibilities. Weberian analysis stretches a place of prominence to value and the way organizations work remains by assigning work according to capabilities and seniority strong-minded by fixed notions of these ideas.” (Anderson, 2017)

However, this theory was usefully for the current study because it grasped organizations that should have clearly well-defined roles and responsibilities and hence communication remains hierarchical, structured, and clear. There is no scope for confusion in the messages being sent from the top and hence organizations have inflexible machine-like systems where each individual given by way of certain and unambiguous roles and responsibilities recover scheme presentation if initiatives in general, and scheme teams in certain implementing organization projects like Indashyikirwa Gender-Based Violence Prevention Model project implemented by the Ministry of Gender and Family Promotion.

De Fleur Model of Communication

According to Ferrales *et al.*, (2016) the theory De fleur model of communication is expanded version of Shannon and weaver model of communication. Based on the “Westley & Maclean model of communication” describes the circular process of communication with feedback

THEORETICAL LITERATURE

Numerous scholars have defined communication as the exchange of information between a sender and receiver where the message flows from one point to another and the communicators are linked together by the channels.

Stakeholder Communication

Robson, (2016) argued that “Communication is a vital managing action, and verified its foundations and matters”. Message marks an organization

from the receiver. Shannon and Weaver model is a one-way communication and they explain the role of noise in the communication process. Westley & Maclean model is a two-way communication and for first time they introduced the important component called “Linear Feedback” in the communication model. De fleur combines these two models and creates new one called “De Fleur Model of Communication”.

De Fleur simply expands the Shannon & weaver model of communication by inserting the Mass Media device and suggested the communication process is circular as well as it gives possible two-way feedback. In this whole communication process, noise may occur at any stages. Defleur pictures the source, transmitter, receiver and destination as separate phases of mass communication.

For example, De Fleur’s model can be well explained with the help of advertisings. Say let’s assume source as the advertising strategy or simply the information about the product which the company intends to tell to its audience. This is then converted into message as ad film and then transmitted by a mass communicating channel. At the other end the receiver (TV set or radio) decodes the information as message and finally it is being transformed to the destination (the target audience).

Now comes the feedback aspect. The feedback acts as a message an information source and the same process continues where the message reaches back the advertising company. (Feedback may happen through emails, social networks). Through feedback, the company can know whether their intended message has reached the target audience and if not, they can modify their message and once again involve in communication process. This is also helpful in Indashyikirwa Gender-Based Violence Prevention Model project implemented by the Ministry of Gender and Family Promotion.

obliging organism and associates of goalmouth to bosses and assistants in the organization.

Management message stays not a remote distinctiveness but it is greatly depending on contextual and cultural sensation. Within governments’ people transmission and spread messages through face to face, written, and arbitrated channels such as telephones, SMS and E-mails as stated by Robson (2016).

Communication includes eight major devices including source, message, channel, receiver, feedback, environment, context, and interference; which are the objects of study of communication theory (Holmes & Gibson, 2011).

Communication plan

A communication plan provides a structure for how communication occur and to whom it is directed. An eight-step process developed by University of Kansas (2014) in their online community tool kit resource is an approach to creating a solid communication plan. It includes, identifying the goal, identifying audience(s), designing the messages, identifying resources, crises and emergencies, utilizing others, creating action plans, and evaluating those plans.

Channels used

Hartley, (2005:345) said that “message methods are spoken, nonverbal, or graphic. Assimilating all tactics together permit to realize most achievement.” Nonverbal message strategies consist of mostly visual cues, such as body language, facial expressions, physical distance between communicators, or the tone of your voice.

The goal of communication policies remains the right evidence in the right time and place in a suitable way for the spectators. The communication plans also prove the flow of evidence envisioned to do by the project manager, the plan usually covers information that wants to be composed and information that desires to be dispersed (Tonnqvist, 2008, 166).

According to Hartley, (2015, 169) said that “open meetings stay main portion of the schemes drives to meetings, the common procedures of meeting in the schemes are evidence meeting intended to distribute and compile dissimilar info; decision meeting likely to text and mark project decision; negotiation meeting envisioned to influence agreements on basic issues; and evaluation meeting aimed at quality maintenance.

Tonnqvist, (2018:171) said that “Project portal is project work area or platform used to control, stored documents and maintained by a simple website. One of the modern technologies of 21st century to manage the platform of project communication is project portal where the project organization can switch, kept documents and preserved by a simple website. This remains usually possible to governor the activities by anyone who has access of the information by passwords protecting the site. It designates the effective communication by checking the sent

information or shared information related to the project. Now the projects can be administered by enabling the shared reports, and plans of the schemes.”

Effectiveness of Communication

Effective communication enhances organizational relationship and minimizes strikes and lockouts. Organizational purposes and goals are sometimes defeated when communication is not effective. The contribution of employees to jobs is the most important factor for development and excellence in the organization because the fulfillment of necessities in terms of satisfactory and correct information regarding the organization and their roles to be accomplished can enhance performance (Greenberg & Baron, 2018).

Beneficiaries' Feedback

According to Fuller and Valacich, (2018) Beneficiary feedback is a highly contested term. There is diverse understanding of what it involves. In the absence of a definition of beneficiary feedback in evaluation, the paper proposes the following working definition as a first step to developing a shared understanding of the parameters of beneficiary feedback in evaluation.

Beneficiaries' engagement

Real communication raises to the process of distribution evidence between two or more entities which leads to the wanted result. The evidence shared is transported and established efficiently without the envisioned sense being distorted or changed. It includes skills like non-verbal communication, focused listening, ability to comprehend and to controller one's own emotions and dealing anxiety.

The infrastructures strategies charity for effective communication remains the open meetings, utilize emails, conversation one-on-one, training, evidence visually, personal performance, and presenting feedback (Fuller and Valacich, 2018).

Project Performance

Barge, (2014) stated that “project success views any endeavor in which human, material and financial resources are prepared in a novel way, to undertake a unique scope of work, of given specification, with constraints of cost and time, so as to achieve beneficial change defined by quantitative and qualitative objectives. A scheme remains responsible for reaching results and contributing to development impression. Since, the attainment of comprehensive, long-term development vicissitudes is depending on

numerous belongings, and it interruptions usually not possible to excellence influence to one project.” Project Performance is the overall quality of a project in terms of its impact, value to beneficiaries, implementation effectiveness, efficiency and sustainability (IBBS& Kwak, 2000).

Increase of awareness of beneficiaries

Many customers request for everything they can reason of; that doesn't mean the project actually needs to transport all for the project to be considered a success. What's important now is for your customer to rise those probabilities are, not everything they have requested for being brought. In this circumstance, the shareholders are the customers and it's important to keep them happy. But, in reality, you can't always please everyone. Getting the shareholders to make the decision can be a more actual political approach to determining the project for achievement by McLean (2015).

Reduced cases of GBV

In 2003, Rwanda adopted one of the world's most progressive Constitutions in terms of its commitment to equal rights for all, gender equality and women's representation in decision making organs. Rwanda's laws guarantee equal rights on land access, ownership and utilization for men and women and equal rights and responsibilities over the management of familial properties. Rwanda is currently the only country worldwide with a female majority in the national parliament.

Customer's satisfaction

Meeting quality requirement, superiority or quality can appear like an imperceptible feature of a project; what is quality to one person is unexceptional to another. The goal remains to understand what your client reflects to be excellence and how much it matters to them. Meeting least convenience values may be considered an obligatory feature, or not, dependent on what matters to your customer as confirmed by Jiang, &Klien, *et al.*, (2012).

EMPIRICAL REVIEW

According to Hartley, (2005, 169) said that “open meetings stay main portion of the schemes drives to meetings, the common procedures of meeting

RESEARCH METHODOLOGY

This study is non-experimental studies, and it applied qualitative and quantitative research designs. The primary data was obtained by the use

in the schemes are evidence meeting intended to distribute and compile dissimilar info; decision meeting likely to text and mark project decision; negotiation meeting envisioned to influence agreements on basic issues; and evaluation meeting aimed at quality maintenance. Then, meetings are indicator of actual communication, they look the conversation and opinions brought from different team staff of the projects by distribution ideas to given issue. The other way of effective communication is advanced by employee's audience that created from all instructions.”

Tonnquist (2018: 168) stated that “visual communication methods are understood through signs, webpages, and illustrations. The plans are used in workroom to draw care and provide documentation, while human resources remain obligatory to post certain visuals throughout the workplace to comply with safety laws.” The greatest of scheme communication can be applied by gossips, open meeting, use emails, talk one-on-on, training, information visually, personal presentation, presenting feedback which lead to scheme triumph. Hartley, (2005, 167) argued that “reports remain one of the communication tools lead the project to performance and progress reporting. Reports can be exchange among the project managers and the rest of the project teams for communication what they talented and how much time they used, its hearsays also go to navigate committee and sponsors. The report as degree of real communication displays the complete evidence from different office sections of the projects, and this remains a balancing of the team to give evidence on time.”

Hartley, (2005:345) said that “message methods are spoken, nonverbal, or graphic. Assimilating all tactics together permit to realize most achievement.” Nonverbal message strategies consist of mostly visual cues, such as body language, facial expressions, physical distance between communicators, or the tone of your voice. The goal of communication policies remains the right evidence in the right time and place in a suitable way for the spectators. The communication plans also prove the flow of evidence envisioned to do by the project manager, the plan usually covers information that wants to be composed and information that desires to be dispersed (Tonnquist, 2018, 166).

of two types of questionnaires, one type for employers of Indashyikirwa GBV Prevention project other one for couples trained in this

programme, and interview was used in qualitative approach to support data from questionnaire to identify in-depth information concerning stakeholder communication and project performance. The correlational study was used to show the relational between two variables. All workers participated in Indashyikirwa GBV prevention project with top management team and the trained couples in Gatsibo District were selected to participate in this useful study. Target population was 421 people comprised by 71 programme managers, program officers, M&E officers, director of finance, Master trainers, counselors, and with 350 trained couples in Gatsibo District. For finding the sample size, the researcher uses stratified and simple random

sampling methods in order to enable the researcher pick respondents who meet the purpose of the study. The respondents of this study are picked basing on their knowledge and experience of the phenomenon under the study. This study uses 5% of margin errors and confidential is 95%. The study applies the formula of Taro Yamane (1982)

$$n = \frac{N}{1+N*(e^2)}$$

n = sample size **N**= Total population **e**= margin error

$$n = \frac{421}{1 + (421 * (0.05)^2)} = 206$$

This study selected 206 respondents as sample size of the study

Table 1: Stratification of study population

Category of population	Population	Sample size
Employees	71	36
Trained couples	350	170
Total	421	206

Primary and secondary sources were used to collect data about the research, where the researcher used questionnaires and secondary sources as documentation. Methods of data analysis of this research were descriptive statistical method that described the frequency, and percentages of data from Indashyikirwa GBV Prevention project. The researcher ends up with realistic data, which clearly reflected the depicted situation. Thus, stand checking was done through editing, coding, and tabulation. This was done in order to reduce detailed data to manageable proportions.

The Statistical Package for the Social Sciences (SPSS) was used in processing and analysis of data which informed the presentation of findings, analysis and interpretation. The presentation focused on the research questions. The kind of statistical treatment depended upon the nature of the problem, especially the specific and the nature of data gathered. In this study, parametric and non-parametric tests were done where Pearson test had been used to analyze the relationship between stakeholder's communication and performance of public projects.

FINDINGS AND DISCUSSIONS

The questionnaires were distributed to 206 respondents in total, and they were given three weeks of responding to the questions. The participation rate was 100.0% of filling questionnaires. Data were analyzed quantitatively using computer software of SPSS IBM 22.0

version, the results were presented and interpreted in accordance with research objectives. Findings on Gender distribution of respondents show 130 (i.e., 63.1%) of respondents who were females, while 76 (i.e., 36.9%) of respondents were males.

Perception of Respondents on a Communication Plan in the Indashyikirwa GBV prevention project

Table 2 illustrates the findings on the perception of respondents on a Communication Plan in

Indashyikirwa GBV prevention model project implemented by the ministry of gender and family promotion as in the process of stakeholder communication used in Indashyikirwa GBV prevention project.

Table 2: Perception of respondents on a communication planning of Indashyikirwa GBV Prevention model project

	Mean	Std Dev.
Perception of respondents on a communication plan		
The communication plan is used in the Indashyikirwa GBV prevention Project to ensure all stakeholders use terms consistently;	3.68	.980

Communication plans in the Indashyikirwa GBV prevention Project play an important role in change management;	3.64	1.026
A communication plan of the Indashyikirwa GBV prevention Project become a policy-driven approach to providing stakeholders with information;	3.67	1.031
The communications plan of the Indashyikirwa GBV prevention Project anticipates what information needs to be communicated to specific audience segments;	3.67	1.020
A communication plan serves as a road map for delivering the message to the target audience in an effective way at the Indashyikirwa GBV prevention Project.	3.68	1.005
Overall Average Mean and Std. Deviation	3.668	1.012

Source: Data from the field, (2022)

Findings in Table 2 present the perception of respondents on a communication plan of Indashyikirwa GBV Prevention model project. According to findings from perception of respondents on a communication plan of Indashyikirwa GBV Prevention model project presented overall average of (\bar{x} =**3.668** and **SD=1.012**) on the Indashyikirwa GBV Prevention model project, and this is a suitable mean and evidence of the existence of the fact and heterogeneity of responses which confirmed that communication plan was used in Indashyikirwa GBV prevention Project to ensure all stakeholders used terms consistently; communication plans in the Indashyikirwa GBV prevention Project play an important role in change management; communication plan of the Indashyikirwa GBV prevention Project become a policy-driven

approach to providing stakeholders with information; communications plan of the Indashyikirwa GBV prevention Project anticipates what information needed to be communicated to specific audience segments; and communication plan served as a road map for delivering the message to the target audience in an effective way at the Indashyikirwa GBV prevention Project.

Perception of Respondents on a channel of communication used in Indashyikirwa GBV prevention project

Findings in Table 3 show the perception of respondents on a channel of communication used in Indashyikirwa GBV prevention project.

Table 3: Perception of Respondents on a channel of communication used in Indashyikirwa GBV prevention project

	Mean	Std Dev.
Perception of respondents on a channel of communication used		
Face-to-face meetings are often hailed as the most effective way for teams to interact in the Indashyikirwa GBV prevention Project;	3.65	.934
Video conferencing retains the ability to read facial expressions while increasing flexibility in the Indashyikirwa GBV prevention Project;	3.67	.942
Phone calls are used in communication as a great alternative when need to communicate a sense of urgency and get answers quickly in the Indashyikirwa GBV prevention Project;	3.65	.940
Emails are used in the Indashyikirwa GBV prevention Project as a great replacement for outdated written communication methods, like letters and memos, as they offer more security;	3.65	.940
Text messages are a reliable way in the Indashyikirwa GBV prevention Project to get short, informal written messages delivered to employees and stakeholders from anywhere especially when they need them;	3.66	.928
Online messaging platforms are specifically built to connect internal teams with external to have risen in popularity in the past few years at the Indashyikirwa GBV prevention Project.	3.66	.973
Overall Average Mean and Std. Deviation	3.656	0.942

Source: Data from the field, (2022)

Findings in Table 3 present the perception of respondents on channels of communication used in Indashyikirwa GBV prevention project.

According to findings from perception of Respondents on a channel of communication used in Indashyikirwa GBV prevention project

presented overall average of (\bar{x} =**3.656** and **SD=0.942**), and this is an apt mean and evidence of the presence of the fact and heterogeneity of responses stated that Face-to-face meetings are often hailed as the most effective way for teams to interact in the Indashyikirwa GBV prevention project; video conferencing retains the ability to read facial expressions while increasing flexibility in the Indashyikirwa GBV prevention project; phone calls are used in communication as a great alternative when need to communicate a sense of urgency and get answers quickly in the Indashyikirwa GBV prevention project; emails are used in the Indashyikirwa GBV prevention project as a great replacement for outdated written communication methods, like letters and memos, as they offer more security; text messages are a reliable way in the Indashyikirwa GBV

prevention project to get short, informal written messages delivered to employees and stakeholders from anywhere especially when they need them; and online messaging platforms are specifically built to connect internal teams with external to have risen in popularity in the past few years at the Indashyikirwa GBV prevention project.

Perception of respondents on effectiveness of Communication in the Indashyikirwa GBV Prevention Project

Findings confirmed that in most situations, they received the information necessary to effectively perform jobs at the Indashyikirwa GBV prevention Project, and the information shared in the Indashyikirwa project is reliable to all members.

Table 4: Perception of respondents on effectiveness of Communication in the Indashyikirwa GBV Prevention Project

	Mean	Std Dev.
Perception of respondents on effectiveness of Communication		
We are satisfied with the amount of information received from the supervisors at the Indashyikirwa GBV prevention Project;	3.67	.937
The language used in our correspondence is familiar to all team members at the Indashyikirwa GBV prevention Project,	3.68	.917
We always hold meetings to share information regarding the performance of our tasks in the Indashyikirwa GBV prevention Project,	3.67	.951
Our supervisors are always attentive to what subordinates have to say at the Indashyikirwa GBV prevention Project,	3.73	.923
In most situations, we receive the information necessary to effectively perform jobs at the Indashyikirwa GBV prevention Project,	3.68	.924
The information shared in the Indashyikirwa project is reliable to all members	3.69	.957
Overall Average Mean and Std. Deviation	3.68	0.934

Source: Data from the field, (2022)

Findings in Table 4 showed perception of respondents on effectiveness of communication in the Indashyikirwa GBV Prevention Project. Conferring to results from Perception of respondents on effectiveness of communication in the Indashyikirwa GBV Prevention Project presented overall average of (\bar{x} =**3.68** and **SD=0.934**), that confirmed there is height mean and evidence of fact and heterogeneity of responses that they are satisfied with the amount of information received from the supervisors at the Indashyikirwa GBV prevention Project; The language used in their correspondence is familiar to all team members at the Indashyikirwa GBV prevention Project, they always hold meetings to share information regarding the performance of

our tasks in the Indashyikirwa GBV prevention Project, supervisors are always attentive to what subordinates have to say at the Indashyikirwa GBV prevention Project, In most situations, they receive the information necessary to effectively perform jobs at the Indashyikirwa GBV prevention Project, and the information shared in the Indashyikirwa project is reliable to all members.

Perception of respondents on beneficiaries' feedback in the indashyikirwa gbv prevention project

Findings confirmed that there is a creation of great written report outlining the minor, major, or abuse complaint; and the information gathered as detailed in table 5

Table 5: Perception of respondents on beneficiaries' feedback in the indashyikirwa gbv prevention project

	Mean	Std Dev.
Perception of respondents on beneficiaries' feedback		
There is effective gathering background information, and checking appropriate records for the Indashyikirwa GBV prevention Project,	3.73	.913
The beneficiaries are protected and able to provide feedback at the Indashyikirwa GBV prevention Project,	3.70	.946
There is a protection of the confidentiality of the people making the complaint at the Indashyikirwa GBV prevention Project,	3.75	.908
All beneficiaries know how to access and use the feedback mechanism and understand the procedures in the Indashyikirwa GBV prevention Project,	3.70	.939
Indashyikirwa GBV prevention Project collect relevant documents, including photos, maps, diagrams, etc. from members,	3.74	.899
There is a creation of great written report outlining the minor, major, or abuse complaint; and the information gathered.	3.70	.934
Overall Average Mean and Std. Deviation	3.72	0.923

Source: Data from the field, (2022)

Findings in Table 5 showed perception of respondents on beneficiaries' feedback in the indashyikirwa gbv prevention project. Deliberating to results from Perception of respondents on beneficiaries' feedback in the indashyikirwa gbv prevention project presented overall average of (\bar{x} =3.72 and SD=0.923) which showed that there is mean and evidence of fact and heterogeneity of responses confirming effective gathering background information, and checking appropriate records for the Indashyikirwa GBV prevention Project, the beneficiaries are protected and able to provide feedback at the Indashyikirwa GBV prevention Project, a protection of the confidentiality of the people making the complaint at the Indashyikirwa GBV prevention Project, all beneficiaries know

how to access and use the feedback mechanism and understand the procedures in the Indashyikirwa GBV prevention Project, Indashyikirwa GBV prevention Project collect relevant documents, including photos, maps, diagrams, etc. from members, a creation of great written report outlining the minor, major, or abuse complaint; and the information gathered.

Perception of respondents on beneficiaries' engagement in the Indashyikirwa GBV Prevention Project

Beneficiary engagement is applicable to and valuable in, a range of contexts at the Indashyikirwa GBV prevention Project. Beneficiary engagement requires time and resources in the Indashyikirwa GBV prevention Project as detailed in table 6

Table 6: Perception of respondents on beneficiaries' engagement in the Indashyikirwa GBV Prevention Project

	Mean	Std Dev.
Perception of respondents on Beneficiaries' Engagement		
The information shared in the Indashyikirwa GBV prevention Project is reliable through beneficiaries' engagement,	3.67	.909
Beneficiaries involve in providing all those potentially affected with the opportunity to understand,	3.71	.942
Beneficiaries influence the key decisions are made throughout the project's lifetime of the Indashyikirwa GBV prevention Project,	3.70	.903
Beneficiary engagement is applicable to and valuable in, a range of contexts at the Indashyikirwa GBV prevention Project,	3.72	.961
Beneficiary engagement requires time and resources in the Indashyikirwa GBV prevention Project.	3.67	.945
Overall Average Mean and Std. Deviation	3.694	0.932

Source: Data from the field, (2022)

Findings in Table 6 illustrate Perception of respondents on beneficiaries' engagement in the Indashyikirwa GBV Prevention Project. Discussing to results from perception of respondents on beneficiaries' engagement in the Indashyikirwa GBV Prevention Project presented overall average of ($\bar{X} = 3.694$ and $SD = 0.932$) which showed that there is mean and evidence of fact and heterogeneity of responses.

Findings on relationship between Stakeholders' Communication and Project Performance of the Indashyikirwa GBV Prevention Project

Findings in table 7 showing perception of respondents in relation with stakeholders' communication and project performance of the Indashyikirwa GBV Prevention

Table 7: The relationship between stakeholders' communication and project performance of the Indashyikirwa GBV Prevention

Perception of respondents on relationship between variables	Mean	Std Dev.
A communication plan facilitates customer satisfaction,	3.83	.888
Communication channels used to strengthen project performance of the indashyikirwa GBV prevention Project in Rwanda,	3.92	.863
Frequency of communication in indashyikirwa GBV prevention Project help to reduce cases of GBV,	3.85	.862
Effectiveness of communication reduced cases of GBV,	3.91	.859
Beneficiaries' feedback helps to improve the project performance of the indashyikirwa GBV prevention Project in Rwanda,	3.84	.877
Beneficiaries' engagement increased awareness of beneficiaries on GBV,	3.93	.858
Government policy facilitate in the improvement of the project performance of the indashyikirwa GBV prevention Project in Rwanda,	3.85	.893
Stakeholder's will and minds change are leading channels of the project performance of the indashyikirwa GBV prevention Project in Rwanda.	3.90	.852
Overall Average Mean and Std. Deviation	3.8787	0.869

Source: Data from the field, (2022)

Findings in table 7 show the perception of respondents on the relationship between stakeholders communication as stated in overall average ($\bar{X} = 3.8787$ and $SD = 0.869$) showed and project performance of the Indashyikirwa GBV Prevention which is extremely mean and evidence of fact and heterogeneity of responses

Findings on Linear Regression Analysis

The linear regression analysis helps to verify and test research hypotheses. The models were as follows: X= independent variable is stakeholders' communication which has six indicators: x1= communication plan; x2= channels of

communication used; x3= frequency communication; x4= effectiveness of communication; x5= beneficiaries' feedback; x6= beneficiaries' engagement while Y= dependent variable project performance of the Indashyikirwa GBV prevention project which also has indicators like y1=increased awareness of beneficiaries on GBV; y2=reduced cases of GBV; and y3=customer's satisfaction. Based to these variables, the following functions have been set: $Y = f(X)$, Therefore, $Y = \beta_0 + \beta_1x_1 + \beta_2x_2 + \beta_3x_3 + \beta_4x_4 + \beta_5x_5 + \beta_6x_6 + \epsilon$. However, this study verified each of the four null research hypotheses as follows.

Table 8: Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.988 ^a	.976	.975	1.484	1.235

- a. Predictors: (Constant), Beneficiaries' engagement, Communication plan, Channels of communication, Frequency communication, Beneficiaries' feedback, Effectiveness of communication
- b. Dependent Variable: Project Performance of the Indashyikirwa GBV Prevention Project

In order to explain the percentage of variation in the dependent variable (Project Performance of the Indashyikirwa GBV Prevention Project) as explained by the independent variables. The researcher used coefficient of determination that was obtained from the model summary in the table 8 coefficient of determination was used to explain whether the model is a good predictor. From the results of the analysis, the findings showed that the independent variables (beneficiaries' engagement, communication plan, channels of

communication used, frequency communication, beneficiaries' feedback, effectiveness of communication) contributed to 98.8% of the variation in Project Performance of the Indashyikirwa GBV Prevention Project as explained by R^2 of .976 which indicates that model is positive and very strong, as the independent variable very highly explained the dependent variable (project performance of the Indashyikirwa GBV Prevention Project) and show that the model is a very good prediction.

Table 9: ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	17592.772	6	2932.129	1331.571	.000 ^b
	Residual	438.199	199	2.202		
	Total	18030.971	205			

a. Dependent Variable: Project Performance of the Indashyikirwa GBV Prevention Project

b. Predictors: (Constant), beneficiaries' engagement, communication plan, channels of communication, frequency communication, beneficiaries' feedback, effectiveness of communication

The results of the findings above revealed that the level of significance was 0.000^(b) this implies that the regression model is significant in predicting the relationship between Stakeholder communication and project performance of the Indashyikirwa GBV prevention project. The findings also showed level of fitness model of 1331.571 which is positive with p-value of 0.000^b less than both standard significance levels of 0.05 and 0.01. This means that the null hypotheses

which included H_0 stated that there is no significant and positive relationship between stakeholder's communication and project performance of the Indashyikirwa GBV prevention project was rejected, and the researcher has retained alternative hypotheses stated independent variables (stakeholders communication) have great influence to project performance of the Indashyikirwa GBV prevention project.

Table 10: Regression Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.539	.529		4.796	.000
Communication plan	.092	.029	.038	3.157	.002
Channels of communication	.025	.097	.013	.261	.004
1 Frequency communication	.740	.285	.227	2.597	.001
Effectiveness of communication	.559	.182	.273	3.063	.002
Beneficiaries' feedback	.829	.130	.395	6.363	.000
Beneficiaries' engagement	1.708	.176	.668	9.731	.000

a. Dependent Variable: Project Performance of the Indashyikirwa GBV Prevention Project

From the above Table 10, the study sought to establish the extent to which stakeholders' communication as independent variable (x_1 =communication plan; x_2 =channels of communication used; x_3 = frequency communication; x_4 = effectiveness of communication; x_5 = beneficiaries' feedback; x_6 = beneficiaries' engagement) impact on project performance of the Indashyikirwa GBV prevention project by Y is project performance of the Indashyikirwa GBV prevention project. Based on these variables the following regression

equation was obtained: $Y=f(X)$;
 $Y=\beta_0+\beta_1x_1+\beta_2x_2+\beta_3x_3+\beta_4x_4+\beta_5x_5+\beta_6x_6+e$.
 $Y=2.539+.092X_1+.025X_2+.740X_3+.559X_4+.829X_5+1.708X_6+.529$

The multiple linear regression equation showed that project performance of the Indashyikirwa GBV prevention project will always depend on a constant factor of 2.539 regardless of the presence of other factors. The other variables explain that; every unit change in x_1 is communication plan; x_2 is channels of communication used; x_3 is frequency communication; x_4 is effectiveness of

communication; x5 is beneficiaries' feedback; x6 is beneficiaries' engagement will significantly change project performance of the Indashyikirwa

CONCLUSION

Effective communication mentions the process of sharing information between two or more objects which lead to the desired results. The information shared remains transported and received efficiently deprived of the intended meaning being one-sided or changed. Therefore, the communications approaches used for effective communication remain the open meetings, use emails, talk one-on-one, training, information visually, personal presentation, and presenting feedback. Deprived of communication plans in the project management can lead to the failure of achieving projects goals.

As conclusion, the null hypotheses included H_0 stated that there is no significant and positive relationship between stakeholder's communication and project performance of the Indashyikirwa GBV prevention project was rejected, and the researcher has retained alternative hypotheses stated independent variables (stakeholders communication) have great influence to project performance of the Indashyikirwa GBV prevention project. An additional to that the study has achieved the set objectives, answered the research questions, the problem of the study was resolved by saying that there is greater role of stakeholder communication on the project performance of the Indashyikirwa GBV prevention project.

RECOMMENDATIONS

The following recommendation should be helpful for the future improvements of Indashyikirwa

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GBV prevention project by .092; .025; .740; .559; .829; and 1.708 respectively with standard error of 2.539 in the model.

GBV prevention project, where they are guided to create a knowledgeable and supportive staff that comprehend the rationale for reform greatly to improve the chances of project success using effective communication platforms. Communication remains an investment for every organization because it needs budget, they should plan and implement it because even though they take the experienced professionals, they need also strong communication between them to enhance their projects success.

On the side of gender machineries, the following recommendation should be followed: They should continue awareness raising campaign on different forms of GBV focusing on the least know none, including psychological and emotional violence; they should encourage GBV cases reporting whenever they occur; they should make sure GBV service providers are responsive and effective; and they should develop strategies to prevent GBV focusing on the family and community level.

Suggestion to further Researchers

For this reason, further empirical investigations in different regions and countries are needed. The methodology has been chosen to achieve the research objectives were limited to the questionnaires. As such, future research could build on this study by examining health impacts of victims who affected by gender-based violence in both a qualitative and quantitative way.

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