







# On his Birth Centenary Celebrating Muhammad Azizus Samad & His Glorious Generation.

### M. A. Samad's- Colleagues & companions A life time dedicated to the industry on eternal journey—but never to be forgotten

 1912-1974 Khuda Bokhs	 1917-1987 Muhibus Samad	 1920-1984 Golam Mawla
 1922-2014 M. Moyeedul Islam	 1927-2015 M. Harunur Rashid	 1910-1996 Mustafizur Rahman Khan
 1932-2007 Safat Ahmed Chowdhury	 1927-2004 Nazmul Haque Siddique	 1931-2017 Mujib-Ud-Dawla
 1935-2009 Jahidul Abedin	 1937-2020 M. Shamsul Alam	 1934-2017 Abdul Jabbar Mehman
 Death : 1989 Gias Uddin Chowdhury	 1940-2014 A.T.M. Saiful Islam	 1931-2011 Sarafat Ullah Dhali

### M. A. Samad's- Colleagues & Companions Who with Almighty's blessings still continue to tirelessly serve

 Birth : 1934 Nasir A Chowdhury	 Birth : 1937 M. Haider Chowdhury	 Birth : 1937 A.K.M. Rafiqul Islam
 Birth : 1938 A.K. Azizul Haq Chaudhuri	 Birth : 1942 Mahbubur Rahman	 Birth : 1947 Nizam Uddin Ahmed



1923-2005

Seventeen years short of a Century M.A. Samad, the iconic Insurance Salesman & Mentor passed away at the age of 83. To remember him, his friends and colleagues and the glorious times that he lived in, BGIC celebrates the 100<sup>th</sup> year of his birth.

Born in an well to do respectable Muslim family in kulaura, sylhet on 1st January 1923 he was the youngest of five brothers. He completed his primary education with a scholarship from Bashirul Hossain Government Primary School, Kulaura. From class six at Kulaura Nabinchandra High School he got admission to Sylhet Govt. High School and passed Matriculation in First division. In his school days he used to regularly write in 'Pathshala' and in the English magazine 'Modern Student', published from Calcutta and edited by poet Naren Dev. Samad clinched the first prize several times for the essay writing competition published in "Modern Student".

After Matriculation, Samad admitted into Sylhet M.C. College and passed his intermediate with a first division and then went for higher studies to Presidency College Calcutta and completed his B.A (Hons) in History. In 1945, he obtained his Post Graduate Degree in History from Calcutta University obtaining record marks. He won various awards including gold medals in recognition of his academic achievements.

After completing his education, Samad began his working career in the All India Radio in New Delhi as Broadcaster and Translator, under the mentorship of the literary and cultural personality, Dr. Nirodh Chandra Chowdhury. After partition in 1947, Samad moved from All India Radio, New Delhi to Radio Pakistan Dhaka and was given the charge of the Bangla news section. However it soon became quite difficult for him to adjust to the demand from his superiors for the Urduization of Bangla and resigned from the radio service in December 1948. Though the Language movement was yet to come, Samad and his wife Fawzia initiated and published the first ever a Bangla progressive monthly magazine 'Minar' for the children in 1949.

Young Azizus Samad was inducted into the Insurance Industry by his elder brother M.M. Samad a Jukto Front MP and a close associate of Bangabandhu Sheikh Mujibur Rahman. In 1951 M.A. Samad took charge and moved to Chittagong to open a branch of The Prudential Insurance Company. During his tenure in Chittagong he was closely associated with many social & cultural activities.

In the mid- sixties prominent Insurance personality Gulam Mawla, founded the first 'Bangalee' Insurance Company Great Eastern with head office in East Pakistan. M. A. Samad responded to his call and left Chittagong to take up responsibility to set up the Life Insurance Division of the Company at Dhaka. Bangabandhu Sheikh Mujibur Rahman also a close friend of Gulam Mawla was the advisor of Great Eastern and M.A. Samad worked very closely with Bangabandhu. Subsequently in 1969, M. A. Samad was called by the doyen of the Insurance Industry Khuda Buksh to Federal Life Insurance, another Bangalee Company.

March 1971 was the beginning of the armed struggle leading to the Birth of Bangladesh in December. During this period Samad's home at Road 4 Dhanmandi was the meeting place of freedom fighters and some later to be martyrs. The first catchment of weapons into Dhaka City was brought into his garage on 4<sup>th</sup> April 71 and soon for additional security buried in a neighbor's garden to be used later in various operations.

Post Independence in 1972, M. A. Samad was appointed as the Chairman of the newly formed Surma Jibon Bima Corporation by the Government. In 1973, Samad submitted to the Industries Minister Qamruz Zaman the vital need to set up an Insurance Teaching and Training Center. Minister Qamruz Zaman responded positively and with M. A. Samad as the founder Director established the Bangladesh Insurance Academy. In 1977 M. A. Samad took over as the Managing Director of Jibon Bima Corporation. Working relentlessly he set about raising and establishing faith and trust of the Policyholders about life insurance. The Jibon Bima Tower stands tall to assure this commitment.

Retirement from Jibon Bima came in 1980. But M. A. Samad was not to sit home or spend time watching sunsets; he started working on the possibility of Private Sector Insurance Industry in Bangladesh. And this came to pass with the enactment of The Insurance Corporations Amendment Act 1984. Though a life insurance salesman throughout his career he took up the challenge and set up BGIC in 1985 as the first Non-Life Private Sector Insurance Company in Bangladesh.

In line with his dedicated service to the insurance industry M. A. Samad has written the largest collection of books on Life & Non-life Insurance in Bangladesh. His contributions to the industry through his publications have been recognized far and wide. IBA Alumni Association awarded him the Best Insurance Personality in 1993, United States Marine Corps Award in 1994, Best Insurance Personality Award by Mustafizur Rahman and Saleh Khanam Trust in 2003, Chittagong University Business Research Bureau Entrepreneur Award in 2005, Baitalik Award in 2005, Posthumous Award for Best Insurance Personality by Nazmul Haque Memorial Foundation in 2007, Posthumous Award by Bangladesh Insurance Executive Club (BIEC) in 2008. M. A. Samad posthumously was awarded the Daily Star & DILL Lifetime Contribution award in 2012. Most recently, in the year 2020, on the first ever Insurance Day held on March 1<sup>st</sup> M. A. SAMAD was Awarded posthumously from the Honourable Prime Minister Sheikh Hasina State Honors, for special contributions to the Insurance Industry under the Insurance Development & Regulatory Authority (IDRA).

M. A. Samad is listed in UNCTAD Insurance experts and The Life Insurance marketing & research association (LIMRA) USA on his book *Life Insurance selling in Action* has this to say, "We at LIMRA are a bit in awe that one man could take on the monumental task of compiling such a thorough text encompassing the entire field of life insurance selling"

In 2003 he retired as Managing Director and continued to serve as Chairman of BGIC. On the 17<sup>th</sup> of October 2005 in the month of Ramadan, after a full day's work he left office at around 4 pm and after spending happy & playful Ifar evening with his family & grandchildren quietly passed away in bed at 11.50 pm.

On his 100<sup>th</sup> Birth Anniversary, the *BGIC Family celebrates Muhammad Azizus Samad* the man and for the outstanding service he rendered to the Insurance Industry and to the *GLORIOUS GENERATION* that he lived in. BGIC pledges to continue serving the community and the nation with his company slogan "SERVICE IS OUR STRENGTH".



M. A. Samad  
Author and Insurance Personality  
Publisher: 'Monthly Minar'



Begum Fawzia Samad  
Author and organizer  
Editor: 'Monthly Minar'


















*Minar* an outcome of Samad's confrontation with the Urduization of Bangla at Radio Pakistan News room and his resignation was a children's monthly magazine published in 1949. Brilliant minds, thinkers & writers of the time and now recognized as intellectual giants contributed into the pages of *Minar*. Children and adults found in *Minar* a comfort level with their mother tongue and a love and passion for the Bangla language & literature developed.

 Dr. Muhammad Shahidullah	 Dr. Muhammad Qudrat-i-Khuda	 Annada Shankar Ray	 Dr. Mohammed Mujtaba Ali	 Prof. Ibrahim Khan
 Poet Jasimuddin	 Shiphacharya Zaimul Abedin	 Syed Waliullah	 Poet Kader Nawaz	 Syed Ali Ahsan

### M. A. Samad's- Colleagues & Companions Who inspired generations with arts & literature, Music & Culture now on eternal journey

 1923-2011 Kabir Chowdhury National Professor, Writer & Columnist	 1923-2006 Dr. Monjusee Chowdhury Prominent Writer & Columnist	 1924-2010 Kalim Sharafi Cultural Personality & Rabindra Sangeet singer
 1927-2007 Mahbubul Alam Chowdhury Prominent Writer & Rebel Poet	 1933-2021 Khurshed Alam Writer & Ex-Governor of BB	 1934-2017 Nurun Nahar Hasnat Writer & Organizer

### M. A. Samad's- Colleagues & Companions Who today with their writings & music Continue to enrich & inspire our thoughts

 Prof. Sirajul Islam Chowdhury Prominent Writer & Researcher	 Prof. Salma Chowdhury Poet, Writer & Social Worker	 Mofazzal Karim Poet, Writer, Ex-secretary & Envoy
 Mustafa Zaman Abbasi Writer, Researcher & Folk Singer	 Asma Abbasi Educationalist & Cultural Personality	 Akhter Hossain Child Literary & Writer
 A.F.M. Yahya Chowdhury Poet & Ex addl. Secretary	 Prof. Sheikh Gulam Sarwar Jahir Uddin Writer, Researcher & Lyricist	 Amanul Haque Writer & Cultural Personality
 Mufazzal Hossain Writer & Researcher	 Mosleh Uddin Ahmed Writer & Researcher	 Sanaul Haq Khan Poet & Sports Writer
 Nigar Sultana Poet & Organizer	 S.M. Kaniz Fatima Poet & Organizer	 Malcka Ferdous Writer & Social Worker

 Dr. Abdullah Al Muri Sharafuddin	 Shawkat Osman	 Quamrul Hassan	 Syed Abdus Sultan	 Habibur Rahman	 Fatch Lohani	 Begum Sufia Kamal	 Lt. Colonel Dr. A Rahman	 M.A. Azam	 Poet Ahsan Habib	 S.M. Ali	 Abu Zafar Obaidullah
 A.S. Mahmud	 Mahbab Anam	 Ziaul Haque (Tulu)	 Dr. Mustafa Nur-Ul Islam	 Dr. Ashraf Siddique	 Enayetullah Khan	 Nural Hossain Khan	 Inam Ahmed Chowdhury	 Faruq Choudhury	 Rabeya Khatun	 Abdul Ahad	 Rokanuzzaman Khan (Dadabhai)

Due to unavailability of photograph, many more personalities of the Golden Generation could not be placed.

### M. A. Samad's Publications



### Notable Awards of M. A. Samad



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**বাংলাদেশ জেনারেল ইনসিওরেন্স কোং লিঃ**  
**Bangladesh General Insurance Company Ltd.**



BGIC Tower