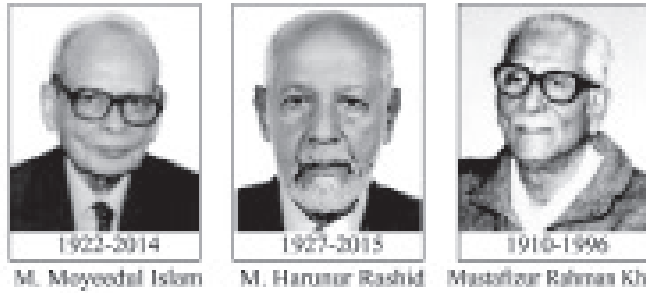
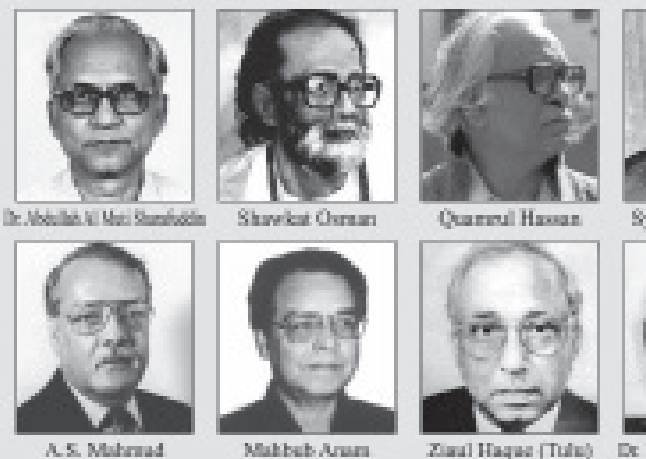
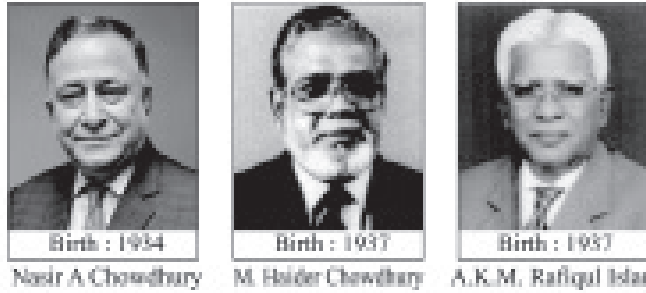


# On his Birth Centenary Celebrating Muhammad Azizus Samad & His Glorious Generation.

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



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



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 Kulsara, 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, Kulsara. From class six at Kulsara Nibirchandran 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 post Narin 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 second 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. Nisosh 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 articulation of Bangla and resigned from the radio service in December 1948. Though the Language movement was yet to come, Samad and his wife Feroza initiated and published the first ever a bangla progressive monthly magazine 'Misor' for the children in 1949.

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

In the mid-sixties prominent Insurance personality Golam Mawla, founded the first 'Bangaloo' 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. Bangabandha Sheikh Mujibur Rahman also a close friend of Golam Mawla was the adviser of Great Eastern and M.A. Samad worked very closely with Bangabandha. Subsequently in 1968, M. A. Samad was called by the doyen of the Insurance Industry Khuda Bokhs to Federal Life Insurance, another Bangladeshi 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 Dharmaram was the meeting place of freedom fighters and some later to be martyrs. The first outbreak 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 Aban Bima Corporation by the Government. In 1973, Samad submitted to the Industries Minister Quamrul Zaman the VML need to set up an Insurance Teaching and Training Center. Minister Quamrul Zaman responded positively and with M. A. Samad as the Executive Director established the Bangladesh Insurance Academy. In 1977 M. A. Samad took over as the Managing Director of Aban Bima Corporation. Working relentlessly to set about raising and stabilizing faith and trust of the Policyholders about life insurance. The Aban Bima Tower stands tall to assure this commitment.

Retirement from Aban Bima came in 1988. But M. A. Samad was not to sit home or spend time watching sunset; 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-LIR 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. IIA Alumni Association awarded him the Best Insurance Personality in 1993, United States Marine Corps Award in 1994, Best Insurance Personality Award by Mostafizur Rahman and Saleh Khanam Trust in 2003, Chittagong University Business Research Bureau Entrepreneur Award in 2005, Baitul Arafat in 2005, Posthumous Award for Best Insurance Personality by Nazimul Haque Memorial Foundation in 2007, Posthumous Award by Bangladesh Insurance Executive Club (BIEC) in 2008. M. A. Samad posthumously was awarded the Daily Star & DHL 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 Honorable Prime Minister Sheikh Hasina State Honors, for special contributions to the insurance industry under the Insurance Development & Regulatory Authority (IDRA).

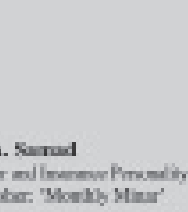
M. A. Samad is listed in UNCTAD Insurance experts and The Life Insurance marketing & research association (LIMRA) USA on his book 'Life Insurance selling in Dhaka has this to say, "We at LIMRA are a bit in awe that one man could take on the monumental task of compiling such a thorough text encompassing 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 time evening with his family & grandchildren quietly passed away in bed at 11.30 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"**.

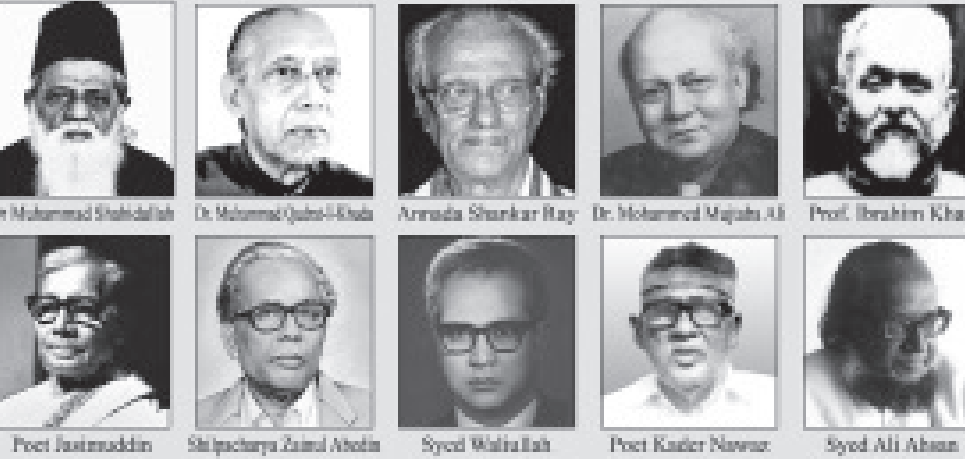


1923-2005



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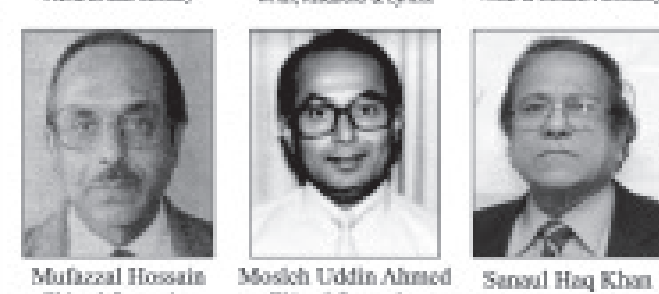
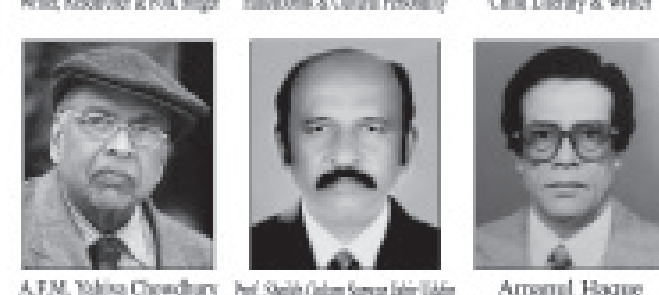
**Misor** an outcome of Samad's confrontation with the Urduization of Bangla at Radio Pakistan News room and his resignation was a children's monthly magazine published in 1949. Brilliant minds, thinkers & writers of the time and now recognized as intellectual giants contributed into the pages of Misor.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



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



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



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



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

BGIC Tower