



EASTERN NEWSLETTER

Quarterly





ইস্টার্ন ইন্স্যুরেন্স পিএলসি. **EASTERN INSURANCE PLC.**

AAA
CREDIT RATING
Strongest Credit Quality
Since 2022



Eastern Insurance PLC. made an outstanding record by achieving the prestigious International standard “AAA” Credit rating in the non-life Insurance sector in Bangladesh.



ইস্টার্ন ইন্স্যুরেন্স পিএলসি.
EASTERN INSURANCE PLC.

(The Symbol of Comprehensive Security.)



Head Office: 44, Dilkusha C/A (1st & 2nd Floor), Dhaka-1000, Bangladesh
PABX: 02223383033-34 & 02223384246-48
E-mail: info@eiclb.com Website: www.eiclb.com



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Signature

Quarterly Bulletin of the Eastern Insurance PLC.

Vol. No. 10th
Published in August 2026

Mr. A.S.M. Waheeduzzaman
Chairman

Mr. Hasan Tarek
Chief Executive Officer (CEO)

Mr. Anamul Gani Chowdhury
Chief Financial Officer (CFO)

Ms. Kazi Farhana
Company Secretary (CS)

Mr. Muhammad Zilon
Head of Compliance (HC)

Corporate Information

Registered Name of the Company
Eastern Insurance PLC.

Nature of the Business
Non-life insurance business Company (Service)

Registration Number
C-15613 dated 06.07.1986

Tax Identification Number (TIN)
565296605930-LTU

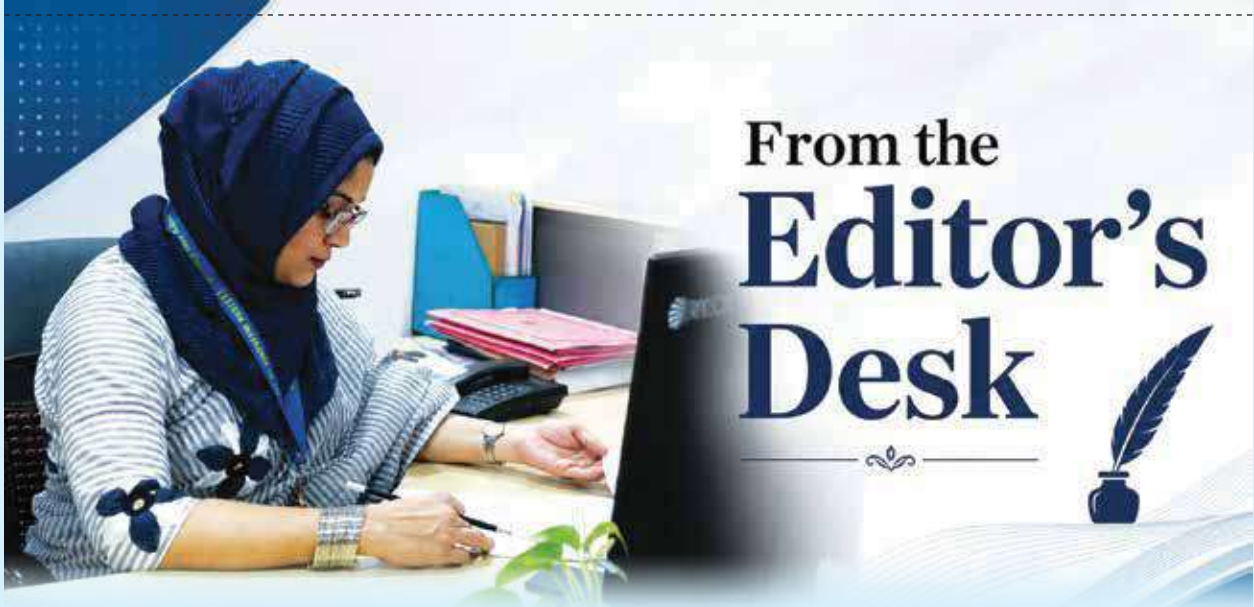
Business Identification Number (BIN)
001569194-0202

**Number of Subsidiary Companies under
Eastern Insurance PLC.** 01 (One)-(EIC Securities Ltd.)

Registered Office
44 Dilkusha C/A (1st & 2nd Floor), Dhaka-1000
PABX : +88 02 223384246-8, 02 223383033-4
E-mail : info@eicl.com, Web Presence: www.eiclbld.com

Important Events of The Company

- 10.07.1985 : Permission to form Insurance Company
- 07.06.1986 : Certificate of Incorporation
- 15.07.1986 : Commencement Certificate of Business
- 03.11.1988 : Change of name from Eastern Union
Insurance Co. Ltd. to Eastern Insurance Co. Ltd.
- 31.10.1993 : Public Issue
- 18.03.1994 : Listing with DSE
- 12.11.1996 : Listing with CSE
- 12.06.2011 : Rights Shares Issue
- 02.12.2025 : Eastern Insurance PLC. from Eastern Insurance Co. Ltd.



Distinguished Readers Assalamu Alaikum!

By the grace and mercy of Almighty Allah, it is with great privilege that we continue the glorious journey of Eastern Insurance PLC. Over the past forty (40) years, our Company has built a strong legacy, and the Eastern Newsletter serves as a meaningful platform to strengthen relationships and ensure effective communication among all stakeholders.

At the outset, I express my deepest gratitude to Almighty Allah for granting me the strength, wisdom, and opportunity to serve this esteemed organization. I am equally grateful to the Honorable Board of Directors for entrusting me with the noble responsibility of contributing to such a reputed and nationally respected institution.

Over the past four decades, Eastern Insurance PLC. has established itself as one of the pioneer general insurance companies in the country. This remarkable journey has been made possible through the unwavering support of our valued shareholders, respected clients, well-wishers, and dedicated employees. Compared to other reputed non-life insurance companies, our Company has secured a strong and commendable position in the industry.

At this significant moment, we respectfully remember and pay tribute to our Founder Chairman, Late Mr. M. Haider Chowdhury; Honorable Vice Chairman, Late Mr. Moklesur Rahman; and esteemed Directors Late Mr. Abdur Rahim, Late Mr. Abul Hashem, Late Mr. Fayez Ahmed, Late Mr. Golam Rabbani, and Late Mr. Durand Mehdadur Rahman. Their invaluable contributions laid the foundation for the Company's growth and long-standing success. We pray to Almighty Allah to grant them eternal peace in Jannatul Ferdous (Ameen).

I also remember with respect our former colleagues, well-wishers, and clients who significantly contributed to the company's development but are no longer with us. Their contributions remain deeply cherished, and we pray for their eternal peace.

On behalf of Eastern Insurance PLC., I humbly convey my heartfelt gratitude and deep respect to Mr. A.S.M. Waheeduzzaman, Honorable Chairman of the Company, for his guidance in publishing the Eastern Newsletter on a quarterly basis. I also extend my sincere thanks to our Honorable Director, Mr. Matiur Rahman (Chairman and Managing Director of Uttara Group of Companies), along with other respected Directors, for their inspiration and encouragement in continuing this publication.

Furthermore, I would like to express my sincere appreciation to our Chief Executive Officer, Mr. Hasan Tarek, and all members of the Eastern Insurance family, as well as our respected audience, listeners, and readers, whose inspiration and support motivate us to move forward.

We are pleased to announce the publication of Volume 10 (Ten) of the Eastern Newsletter, made possible by the encouragement of our valued readers.

On behalf of the company, I kindly request all respected readers and well-wishers to continue inspiring and supporting us, as you have always done. We look forward to your continued presence beside us in the days ahead.

In closing, we sincerely wish our beloved Eastern Insurance PLC. continued success and hope it reaches the highest peak of excellence in the years to come.

With respectful regards,

Kazi Farhana

Company Secretary and Head of HRD
Eastern Insurance PLC.

‘পায়ের ছাপ’ প্রামাণ্যচিত্রের বিশেষ প্রদর্শনী ও আলোচনা সভায় ইষ্টার্ন ইন্স্যুরেন্স পিএলসি.



ফাউন্ডেশনের চেয়ারম্যান বীর মুক্তিযোদ্ধা জনাব মুকিত মজুমদার বাবু। অনুষ্ঠানে সভাপতিত্ব করেন বাংলাদেশ টেক্সটাইল বিশ্ববিদ্যালয়ের উপাচার্য অধ্যাপক ড. মোহাম্মদ জুলহাস উদ্দিন।

বিশেষ অতিথির বক্তব্যে ইষ্টার্ন ইন্স্যুরেন্স পিএলসি.-এর সম্মানিত চেয়ারম্যান জনাব আ. স. ম. ওয়াহিদুজ্জামান মানবিক মূল্যবোধ, কর্পোরেট সামাজিক দায়বদ্ধতা এবং পরিবেশ সংরক্ষণের গুরুত্ব সম্পর্কে অত্যন্ত সুন্দরভাবে তুলে ধরেন। তিনি বলেন, একটি সবুজ, নিরাপদ ও বাসযোগ্য বাংলাদেশ গড়ে তুলতে বৃক্ষরোপণের কোনো বিকল্প নেই। তিনি প্রকৃতি ও জীবন ফাউন্ডেশনের

চ্যানেল আই-এর উদ্যোগে অনুপ্রেরণামূলক প্রামাণ্যচিত্র ‘পায়ের ছাপ’-এর বিশেষ প্রদর্শনী ও আলোচনা সভা ৩০ জুলাই ২০২৬ বাংলাদেশ টেক্সটাইল বিশ্ববিদ্যালয় (বুটেক্স)-এ অনুষ্ঠিত হয়। মানবিক মূল্যবোধ, সামাজিক দায়বদ্ধতা এবং সংগ্রামী মানুষের অদম্য জীবন সংগ্রামকে তুলে ধরার লক্ষ্যে আয়োজিত এই অনুষ্ঠানে ইষ্টার্ন ইন্স্যুরেন্স পিএলসি.-এর উর্ধ্বতন কর্মকর্তাবৃন্দ অংশগ্রহণ করেন।

‘পায়ের ছাপ’ একটি অসাধারণ সংগ্রামী নারীর জীবনভিত্তিক প্রামাণ্যচিত্র। জন্মগতভাবে তাঁর দুটি হাত না থাকলেও তিনি কখনো জীবনযুদ্ধে হার মানেননি। শুধুমাত্র পা দিয়ে লিখে তিনি প্রথম বিভাগে বিএ এবং এমএ ডিগ্রি অর্জন করেছেন, যা অদম্য সাহস, অধ্যবসায় ও আত্মবিশ্বাসের এক অনন্য দৃষ্টান্ত।

এই সংগ্রামী নারীর পাশে দাঁড়িয়ে এর আগে ইষ্টার্ন ইন্স্যুরেন্স পিএলসি.-এর সম্মানিত চেয়ারম্যান জনাব আ. স. ম. ওয়াহিদুজ্জামান মহোদয়ের উদ্যোগে, চ্যানেল আইয়ের জনাব মোস্তফা মলিক-এর মাধ্যমে কোম্পানির কর্পোরেট সামাজিক দায়বদ্ধতা (CSR) তহবিল থেকে আর্থিক অনুদান প্রদান করা হয়। উল্লেখ্য, ২০১২ সাল থেকে চ্যানেল আই এই সংগ্রামী নারীর পাশে থেকে বিভিন্নভাবে সহযোগিতা করে আসছে। সেই মানবিক উদ্যোগের ধারাবাহিকতায় প্রামাণ্যচিত্র ‘পায়ের ছাপ’-এর বিশেষ প্রদর্শনী ও আলোচনা সভার আয়োজন করে চ্যানেল আই এবং এই মানবিক উদ্যোগে সহযোগিতার স্বীকৃতিস্বরূপ ইষ্টার্ন ইন্স্যুরেন্স পিএলসি.-কে অনুষ্ঠানে বিশেষভাবে আমন্ত্রণ জানানো হয়।

অনুষ্ঠানে প্রধান অতিথি হিসেবে উপস্থিত ছিলেন প্রাথমিক ও গণশিক্ষা প্রতিমন্ত্রী জনাব ববি হাজ্জাজ, এমপি। বিশেষ অতিথি হিসেবে উপস্থিত ছিলেন ইষ্টার্ন ইন্স্যুরেন্স পিএলসি.-এর সম্মানিত চেয়ারম্যান জনাব আ. স. ম. ওয়াহিদুজ্জামান এবং প্রকৃতি ও জীবন

চেয়ারম্যান বীর মুক্তিযোদ্ধা জনাব মুকিত মজুমদার বাবুর দীর্ঘদিনের পরিবেশ সংরক্ষণমূলক কর্মকাণ্ডের ভূয়সী প্রশংসা করেন। একই সঙ্গে তিনি বাংলাদেশ ইন্স্যুরেন্স অ্যাসোসিয়েশন (BIA)-এর মাধ্যমে দেশের সকল বীমা কোম্পানিকে ইষ্টার্ন ইন্স্যুরেন্স পিএলসি.-এর মতো কর্পোরেট সামাজিক দায়বদ্ধতার অংশ হিসেবে ব্যাপক বৃক্ষরোপণ কর্মসূচিতে সম্পৃক্ত হওয়ার আহ্বান জানান। তিনি বলেন, বীমা খাতের সকল প্রতিষ্ঠান সম্মিলিতভাবে এগিয়ে এলে পরিবেশ সংরক্ষণ, জলবায়ু পরিবর্তনের বিরূপ প্রভাব মোকাবিলা এবং আগামী প্রজন্মের জন্য একটি সবুজ বাংলাদেশ গড়ে তোলা সম্ভব হবে।

অনুষ্ঠানে আরও উপস্থিত ছিলেন ইষ্টার্ন ইন্স্যুরেন্স পিএলসি.-এর মুখ্য নির্বাহী কর্মকর্তা জনাব হাসান তারেক, প্রধান অর্থ কর্মকর্তা জনাব এনামুল গণি, কোম্পানি সচিব ও প্রশাসন প্রধান মিসেস কাজী ফারহানা। আরও উপস্থিত ছিলেন জনাব খন্দকার রকীব হোসেন, অতিরিক্ত ব্যবস্থাপনা পরিচালক ও মতিবিল শাখা প্রধান, জনাব আতিকুর রহমান, অতিরিক্ত ব্যবস্থাপনা পরিচালক ও মৌচাক শাখা প্রধান এবং জনাব এম.জি. মারুফ চৌধুরী, সহকারী ব্যবস্থাপনা পরিচালক, লোকাল অফিসের শাখা প্রধানসহ অন্যান্য কর্মকর্তাবৃন্দ।

অনুষ্ঠানে বক্তারা সমাজের সুবিধাবঞ্চিত ও সংগ্রামী মানুষের পাশে দাঁড়ানোর পাশাপাশি পরিবেশ সংরক্ষণে সকলের সম্মিলিত উদ্যোগের ওপর গুরুত্বারোপ করেন। ইষ্টার্ন ইন্স্যুরেন্স পিএলসি. বিশ্বাস করে, বীমা ব্যবসার পাশাপাশি মানুষের কল্যাণে কাজ করা এবং সামাজিক দায়বদ্ধতা পালন করা একটি প্রতিষ্ঠানের অন্যতম প্রধান দায়িত্ব। ভবিষ্যতেও প্রতিষ্ঠানটি শিক্ষা, মানবকল্যাণ, পরিবেশ সংরক্ষণ এবং বিভিন্ন জনহিতকর কার্যক্রমে তার CSR উদ্যোগ অব্যাহত রাখবে।

Eastern Insurance PLC. Participates in “Payer Chap” Biopic Discussion Meeting & Reaffirms Its Commitment to Social Welfare



Eastern Insurance PLC. participated in a special discussion meeting on the “Payer Chap” biopic, held on 30 July 2026 at Bangladesh Textile University, Tejgaon, Dhaka.

The program was graced by Hon'ble Member of Parliament Mr. Bobby Hajjaj, who attended as the Chief Guest. Among the distinguished guests was Mr. A.S.M. Waheeduzzaman, Hon'ble Chairman of Eastern Insurance PLC.

During the event, it was announced that Hon'ble Prime Minister Mr. Tareq Rahman, MP had presented an appointment letter to Ms. Ayesa for a teaching position at a College. Eastern Insurance PLC. expressed its pride in supporting the Foot Step biopic based on Ms. Ayesa's inspiring journey through its collaboration with Channel i.

In his address, Mr. A.S.M. Waheeduzzaman highlighted Eastern Insurance PLC. contribution to and participation in the production of the biopic. He expressed the Company's pride in supporting such a meaningful initiative and reaffirmed its commitment to promoting educational, cultural, and social welfare activities for the benefit of the nation.

The Chairman also shared updates on Eastern Insurance PLC. upcoming Eastern Students Accident and Critical Illness Insurance products. He stated that these innovative insurance solutions are being developed to enhance the protection and welfare of students and children across Bangladesh and are currently awaiting approval from the Insurance Development and Regulatory Authority (IDRA).

He also conveyed his sincere appreciation to Mr. Mostafa Mollik, Education Correspondent of Channel-i, for his dedicated efforts in coordinating and successfully organizing the program.

The Eastern Insurance PLC. family extends its heartfelt congratulations and sincere gratitude to all the organizers, distinguished guests, and participants for making the event a success. The Company is honored to have participated in this meaningful initiative, which also helped promote public awareness of the importance of insurance among students and the wider community.

Eastern Insurance PLC. remains committed to supporting initiatives that contribute to education, social protection, and the overall well-being of the people of Bangladesh through meaningful partnerships and responsible corporate engagement.

Heartfelt Congratulations

Mir Nadia Nivin on her Appointment as Chairman of the Insurance Development and Regulatory Authority (IDRA)



On behalf of the Board of Directors, Management, and the entire Eastern Insurance family, we extend our heartfelt congratulations to Mir Nadia Nivin on her historic appointment as the first female Hon'ble Chairman of the Insurance Development and Regulatory Authority (IDRA) of Bangladesh.

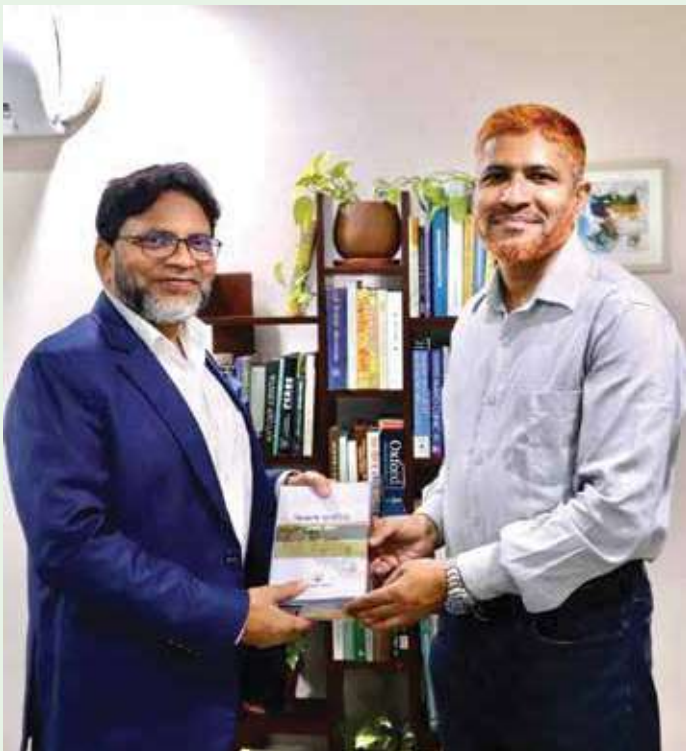
This remarkable achievement marks a significant milestone in the history of Bangladesh's insurance sector and reflects a progressive step toward inclusive leadership and institutional excellence.

We express our sincere appreciation and gratitude to the government for her appointment and believe that under her dynamic leadership and visionary guidance, the insurance sector of Bangladesh will reach new heights and further

strengthen its position within the country's financial system.

Her extensive knowledge, professional experience, and strategic insight are expected to play a pivotal role in the continued development and advancement of the insurance industry in Bangladesh.

We pray to Almighty Allah to bless her with a long, healthy, and prosperous life, and to grant her continued wisdom, strength, and success in leading the insurance industry toward even greater achievements.



Recently, Mr. Mostofa Mollik, Education Reporter of Channel-i, paid a courtesy visit to the corporate office of Eastern Insurance PLC. to meet the Hon'ble Chairman, Mr. A.S.M. Waheeduzzaman.

The Hon'ble Chairman warmly welcomed Mr. Mollik and held a cordial meeting, during which they exchanged views on various issues of mutual interest.

As a gesture of goodwill, the Chairman presented Mr. Mollik with several books authored by himself. Mr. Mollik gratefully received the books and expressed his sincere appreciation and heartfelt thanks to the Hon'ble Chairman for his warm hospitality and generous gesture.

The visit concluded in a friendly atmosphere, reflecting the cordial relationship and mutual respect between Eastern Insurance PLC. and members of the media.

Heartfelt Congratulations to Mr. A.S.M. Waheeduzzaman on his re-election as Chairman



At the 274th Meeting of the Board of Directors, held in the Board Room of Eastern Insurance PLC. on 13 May 2026, the Board unanimously re-elected Mr. A.S.M. Waheeduzzaman as the Hon'ble Chairman of Eastern Insurance PLC. for a second term.

On behalf of the Board of Directors, Management, and the entire Eastern Insurance family, we extend our heartfelt congratulations and sincere gratitude to Mr. Waheeduzzaman on his well-deserved re-election.

The Board and Management have once again expressed their confidence in his visionary leadership, sound judgment, and unwavering commitment to the Company's continued growth and success. We firmly believe that, under his

dynamic leadership and meaningful guidance, Eastern Insurance PLC. will achieve greater milestones and further strengthen its position in the insurance industry.

His extensive knowledge, professional experience, and strategic direction continue to inspire the Management and employees alike. We are confident that his leadership will not only contribute to the sustained progress of Eastern Insurance PLC. but also play a significant role in the development and advancement of the insurance sector in Bangladesh.

We pray to Almighty Allah to bless him with a long, healthy, and prosperous life and to grant him continued wisdom, strength, and success in leading the Company to even greater heights.

HANDOVER THE CLAIM CHEQUE



Eastern Insurance PLC. officially handed over a claim cheque to the owner of Mattri Store, Patuakhali. The cheque was presented by Mr. Hasan Tareq, Chief Executive Officer (CEO) of Eastern Insurance PLC, to the owner of Mattri Store

The cheque handover ceremony was attended by Mr. Khondoker Rokib

Hossain, Additional Managing Director & Head of Motijheel Branch, Eastern Insurance PLC, along with Mr. Dipok Kumar Saha, who was also present on the occasion. The event reflects Eastern Insurance PLC's commitment to ensuring prompt claim settlement and maintaining the trust and confidence of its valued clients.

COURTESY VISIT TO THE EMBASSY OF BRUNEI DARUSSALAM



On 27 July 2026, the Hon'ble Chairman of Eastern Insurance PLC., Mr. A.S.M. Waheeduzzaman, paid a courtesy visit to the Embassy of Brunei Darussalam. During the visit, His Excellency the Ambassador of Brunei cordially received the Hon'ble Chairman. The meeting was held in a warm and friendly atmosphere, where both dignitaries exchanged greetings and engaged in fruitful discussions on matters of mutual interest. They expressed their appreciation and conveyed thanks to each other for the cordial meeting. As a mark of respect and remembrance, the Hon'ble Chairman signed the Embassy's Visitors' Book and expressed his sincere gratitude to His Excellency the Ambassador for his valuable time, warm hospitality, and gracious reception. The visit further strengthened the spirit of goodwill and cooperation between Eastern Insurance PLC. and the Embassy of Brunei Darussalam.

Courtesy Visit to Civil Aviation Authority of Bangladesh (CAAB)



Recently, the Hon'ble Chairman of Eastern Insurance PLC, Mr. A.S.M. Waheeduzzaman, accompanied by Mr. Hasan Tarek, Chief Executive Officer (CEO), and Mr. Mohammad Billal Hossain, Head of the Underwriting Department, paid a courtesy visit to the Civil Aviation Authority of Bangladesh (CAAB) Mr. Lablur Rahman, Member of Administration.

During the cordial meeting, the Hon'ble Chairman, on behalf of the Eastern Insurance family, presented a

bouquet of flowers to Mr. Lablur Rahman as a token of respect and appreciation. The Chairman also expressed the Company's sincere gratitude and heartfelt thanks for Mr. Rahman's valuable time, warm hospitality, and cordial reception. The visit was conducted in a friendly and congenial atmosphere, reflecting the strong relationship and mutual goodwill between Eastern Insurance PLC. and the Civil Aviation Authority of Bangladesh.

Eastern Insurance PLC. held 276th Board Meeting and Welcomes Newly Nominated Director



On 28 July 2026, the 276th Board Meeting of Eastern Insurance PLC. was held at the Company's Head Office 44, Dilkusha C/A, Dhaka. The meeting was presided over by Mr. A.S.M. Waheeduzzaman, Hon'ble Chairman of the Company.

The meeting was attended by Mr. Azmal Hossain, Hon'ble Vice Chairman; Ms. Tajrina Mannan, Hon'ble Director; Mr. Haider Ahmed Khan, FCA, Independent Director; Mr. Md. Ashraf Shameem, Newly Nominated Director; Mr. Hasan Tarek, Chief Executive Officer (CEO); Mr. Anamul Gani Chowdhury, Assistant Managing Director & Chief Financial Officer (CFO); and Ms. Kazi Farhana, Company Secretary.

Before proceeding to the scheduled agenda of the Board Meeting, the Hon'ble Chairman, fellow members of the Board of Directors, and the Company's Management warmly welcomed Mr. Md. Ashraf Shameem as the newly nominated Director of Eastern Insurance PLC.

As a gesture of goodwill and appreciation, the Hon'ble

Chairman presented a bouquet of flowers to Mr. Md. Ashraf Shameem on behalf of the Board of Directors and the Management. The Board members extended their heartfelt congratulations and a warm welcome, expressing their confidence that his experience, knowledge, and leadership would make valuable contributions to the continued growth and development of Eastern Insurance PLC.

Mr. Md. Ashraf Shameem expressed his sincere gratitude to the Chairman and fellow Board members for the warm reception and reaffirmed his commitment to working collaboratively with the Board and Management to uphold the Company's values and contribute to its sustainable growth and long-term success.

Following the welcome ceremony, the Board proceeded with the scheduled agenda and discussed various strategic, operational, and corporate governance matters relating to the business and future development of Eastern Insurance PLC.

Heartfelt Congratulations to Mr. Mohammed Amirul Haque

On behalf of the Board of Directors, Management, and all employees of Eastern Insurance PLC, we extend our heartfelt congratulations and best wishes to Mr. Mohammed Amirul Haque on his election as President of the Chittagong Chamber of Commerce & Industry (CCCI) for the term 2025–2027. We are proud to celebrate this well-deserved achievement and are confident that, under your dynamic and visionary leadership, the business, trade, and industrial sectors of the country will continue to flourish and contribute significantly to the nation's economic growth and prosperity.

The Eastern Insurance family sincerely wishes you every success in your new role. May Almighty Allah bless you with a long, healthy, and prosperous life, and grant you continued wisdom, strength, and success in fulfilling your responsibilities.



40TH ANNUAL GENERAL MEETING of Eastern Insurance PLC. held Successfully



The 40th Annual General Meeting (AGM) of Eastern Insurance PLC. was successfully held on 14 July 2026 through a digital platform. The shareholders approved the Company's 15% cash dividend for the year-2025, as recommended by the Board of Directors. The meeting was chaired by the Hon'ble Chairman, Mr. A.S.M. Waheeduzzaman, who attended physically. Also present physically were Vice Chairman Mr. Azmal Hossain, Independent Director Mr. Haider Ahmed Khan FCA, Chief Executive Officer Mr. Hasan Tarek, Chief Financial Officer Mr. Anamul Gani Chowdhury, and Company Secretary Ms. Kazi Farhana.

The following Directors participated through the digital platform: Mr. Matiur Rahman, Mrs. Umme Kulsum Mannan, Ms. Tajrina Mannan, and Independent Director Mr. Mohammad Tofazzel Hossain, FCA, CPA, CPFA. A large number of the Company's respected shareholders joined the AGM through the digital platform and actively participated in the proceedings.

Following the successful conclusion of the meeting, the Chairman thanked the shareholders, Directors, and all participants for their valuable presence, continued confidence, and support. The participants also expressed their gratitude and appreciation for the successful conduct of the meeting.

Eastern Insurance PLC. Family Congratulates Hon'ble Chairman on his Inspiring Participation in Nagorik Television's ARTHO BANGLA – SHOMBHABONAR BANGLADESH



The Eastern Insurance PLC. family is pleased to extend its heartfelt congratulations and sincere appreciation to our Hon'ble Chairman, Mr. A.S.M. Waheeduzzaman, for his outstanding participation in the financial television programme "Artho Bangla – Shombhabonar Bangladesh," broadcast on Nagorik Television on 15 June 2026 at 6:00 PM.

The programme was hosted by Mr. Hasan Tarek, Managing Director & CEO of Eastern Insurance PLC., and featured distinguished guests including our Hon'ble Chairman and Mr. S.M. Nuruzzaman, Chief Executive Officer of Zenith Life Insurance Company Ltd.

During the discussion on "Shombhabonay Bima Khat (Prospects of the Insurance Sector)," the Hon'ble Chairman shared his valuable insights on the current condition of Bangladesh's insurance industry, its challenges and opportunities, the importance of insurance education and public awareness, and the significant role of motor insurance in national economic development.

He highlighted that the low penetration of motor insurance in Bangladesh results in substantial losses of government revenue and economic opportunities. Drawing comparisons with countries such as India, Sri Lanka, and England, he emphasized that Bangladesh possesses tremendous potential to increase the insurance sector's contribution to the country's Gross Domestic Product (GDP). He further stated that with appropriate government attention, policy support, and regulatory reforms, the insurance industry could become one of the strongest contributors to the national economy.

The Hon'ble Chairman also emphasized the importance of eliminating unhealthy competition and ensuring the strict implementation of the "No Commission Policy" to establish a healthy, transparent, and sustainable insurance market.

His knowledgeable, visionary, and impactful discussion further enhanced the image and reputation of Eastern Insurance PLC. both at home and abroad. The programme effectively highlighted the importance of insurance in economic development and reflected the leadership, expertise, and commitment of our Hon'ble Chairman toward the advancement of the insurance industry.

The Eastern Insurance PLC. family also expresses its sincere appreciation to the Managing Director & CEO and the management of Nagorik Television for organizing such an important discussion and bringing timely and relevant issues of the insurance sector to the public. The programme will undoubtedly contribute to increasing public awareness and strengthening confidence in the insurance industry.

The Eastern Insurance PLC. family is proud of the remarkable representation made by our Hon'ble Chairman through this electronic media platform. His participation projected a positive image of Eastern Insurance PLC. and the insurance sector as a whole, thereby contributing to the country's economic and financial development.

The Board of Directors, Management, and the entire Eastern Insurance PLC. family wish our Hon'ble Chairman continued success, good health, and many more achievements in the years ahead.

Eastern Insurance PLC. Organized 14th Healthcare Awareness Building Seminar on Dengue Prevention



On 29 July 2026, the Eastern Insurance PLC family successfully organized its 14th Healthcare Awareness Building Seminar, focusing on the growing threat of Dengue Fever and the importance of prevention through awareness, education, and community participation.

The day-long awareness program commenced at 10:30 a.m. and concluded at 5:00 p.m., with a lunch break of one and a half hours. The event was attended physically at the Head Office and virtually via Zoom by Mr. A.S.M. Waheeduzzaman, Hon'ble Chairman of Eastern Insurance PLC, who served as the keynote speaker. Also present were Mr. Hasan Tarek, Chief Executive Officer (CEO), Heads of Departments, Heads of Branches, and employees from all branches across the country. The program began with an interactive session during which employees who had previously suffered from dengue shared their personal experiences, challenges during treatment, and valuable lessons learned. This exchange created a meaningful platform for raising awareness and encouraging preventive practices among all participants.

In his keynote address, Mr. A.S.M. Waheeduzzaman delivered an informative and comprehensive presentation covering every aspect of dengue fever. He discussed the history and origin of dengue, its global spread, and its emergence in Bangladesh. He explained what dengue is, how it is transmitted by the Aedes mosquito, and why prevention remains the most effective weapon against the disease. The Chairman highlighted that the peak dengue season in Bangladesh generally occurs during July, August, and September. He informed participants that the Aedes mosquito usually bites two to three hours after sunrise and two to three hours before sunset, making these periods especially important for taking preventive measures.

He emphasized the importance of the "3D" approach – Drain, Dress, and Defend:

- Drain all stagnant water where mosquitoes may breed.
- Dress by wearing full-sleeved shirts, full-length trousers, socks, and using curtains or mosquito nets for protection.
- Defend by maintaining clean surroundings and creating awareness within families and communities.

The Chairman identified common breeding places of Aedes mosquitoes, including stagnant water in under-construction buildings, air-conditioner drainage trays, refrigerator trays, flower pots, discarded tyres, plastic containers, polythene, coconut shells, and other places where clean water can accumulate.

He stressed the well-known principle that "Prevention is better than cure." He explained that there is no specific antiviral treatment for dengue, antibiotics are not effective against the disease, and prevention is therefore essential. He advised everyone to maintain adequate hydration by drinking sufficient water, oral saline, fruit juices, coconut water, and other liquid foods while taking proper rest. Participants were also advised to seek immediate medical attention if severe symptoms develop. Necessary diagnostic tests, including CBC, NS1 Antigen, IgM, and IgG, should be performed under the advice of qualified physicians to ensure timely diagnosis and appropriate treatment.

Special emphasis was placed on protecting children, elderly people, pregnant women, diabetic patients, and heart patients, who are more vulnerable to severe complications from dengue. The Chairman advised parents to ensure that children wear protective clothing and avoid mosquito exposure, particularly during peak biting hours. He also mentioned several traditional household practices that are commonly believed to help

reduce mosquito exposure, while emphasizing that such practices should only complement scientifically proven preventive measures and proper medical treatment.

The Chairman further discussed the collective responsibility of society in preventing dengue. He highlighted the important roles of students, teachers of schools and colleges, City Corporations, municipalities, the Ministry of Health, the Government of Bangladesh, the World Health Organization (WHO), non-governmental organizations (NGOs), and community leaders in creating mass awareness and eliminating mosquito breeding grounds. He emphasized that regular cleanliness campaigns, awareness seminars, and coordinated community participation are essential to controlling dengue across the country.

During his presentation, he encouraged everyone with inspiring messages, including:

"Let's work together to eliminate the breeding grounds of the Aedes mosquito, keep Bangladesh clean, and build a dengue-free nation."

He urged every citizen to remain conscious and actively participate in keeping homes, offices, educational institutions, workplaces, and surrounding communities clean and free from stagnant water.

The Chairman also shared historical information on dengue, noting that the disease has been recognized globally for centuries before becoming a major public health concern in Bangladesh. He observed that although Bangladesh's dengue fatality rate remains comparatively low, the increasing number of infections is largely due to inadequate public awareness and insufficient preventive practices. He therefore called upon everyone to remain vigilant and to work collectively to eliminate mosquito breeding sites from offices, homes, institutions, and neighborhoods. The program concluded with an inspiring call for every employee of Eastern Insurance PLC. to become an ambassador of dengue awareness and prevention within their families, workplaces, and society.

On behalf of the Eastern Insurance PLC. family, heartfelt appreciation, sincere gratitude, and profound thanks were extended to Mr. A.S.M. Waheeduzzaman, Hon'ble Chairman, for delivering such an insightful, informative, and timely awareness session. His valuable guidance and practical recommendations will undoubtedly help employees and their families remain more informed, conscious, and prepared to prevent dengue, thereby contributing to a healthier, safer, and more resilient Eastern Insurance PLC. family and society at large.

Eastern Insurance PLC. Conducted 13th Healthcare Awareness Building Seminar

On 17 June 2026, Eastern Insurance PLC. successfully organized its 13th Healthcare Awareness Building Seminar, with Mr. A.S.M. Waheeduzzaman, Chairman of Eastern Insurance PLC, serving as the keynote speaker.

The programme was attended by the Company's Head of Branches, Heads of Departments, employees from all levels, Mr. Hasan Tarek, Chief Executive Officer (CEO), Mr. Anamul Gani Chowdhury, Chief Financial Officer (CFO), Ms. Kazi Farhana, Company Secretary and Head of Administration, along with other members of the Eastern Insurance family.

Before the commencement of the main programme, and with the kind permission of the Hon'ble Chairman, the management arranged a special felicitation ceremony to congratulate him on his re-election for a second term as Chairman of Eastern Insurance PLC.

During the ceremony, the Eastern Insurance family extended their heartfelt congratulations through a digital presentation. The CEO, members of the top management, Heads of Branches, Heads of Departments, and even the office attendants presented bouquets of flowers as a token of their respect, appreciation, and best wishes.

Following the felicitation, the Hon'ble Chairman delivered



his keynote address on healthcare awareness. He emphasized the importance of maintaining 38 essential protocols and characteristics that contribute to a healthy, disciplined, and productive workplace. He explained their practical usefulness and highlighted the responsibility of every employee—from junior to senior, and senior to junior—to practice, uphold, and encourage these standards through mutual respect, discipline, and teamwork.

The programme concluded with the Eastern Insurance family expressing their heartfelt gratitude and sincere appreciation to the Hon'ble Chairman for his inspiring guidance and visionary leadership. They prayed that Almighty Allah bless him with continued good health, happiness, wisdom, and success in all his endeavors.

Courtesy Visit to the Bangladesh Trade And Tariff Commission (BTTC)



Recently, the Hon'ble Chairman of Eastern Insurance PLC., Mr. A.S.M. Waheeduzzaman, paid a courtesy visit to Mr. Nasir-Ud-Doula, Hon'ble Chairman of the Bangladesh Trade and Tariff Commission (BTTC) and Secretary to the Government of Bangladesh, at his office under the Ministry of Commerce.

Mr. Nasir-Ud-Doula is a batchmate of Mr. Waheeduzzaman from the 15th BCS and currently serves as the President of the 15th BCS Association. During the meeting, they spent quality time together and engaged in a warm and fruitful discussion on various matters of mutual interest.

The Hon'ble Chairman of Eastern Insurance PLC. expressed his heartfelt gratitude to Mr. Nasir-Ud-Doula for his valuable time, warm hospitality, and kind courtesy.

Eastern Insurance PLC. wishes Mr. Nasir-Ud-Doula and his beloved family continued good health, happiness, and success. May Almighty Allah bless him and his family with peace, prosperity, and well-being.

Handover the Employees Final Settlement Cheque



On 17 May 2026, Eastern Insurance PLC organized a farewell ceremony in honor of Mr. Md. Mosharraf Hossain, Former Office Attendant of the Administration Department, Head Office, Dhaka, in recognition of his dedicated service to the Company.

During the ceremony, the Hon'ble Chairman, Mr. A.S.M. Waheeduzzaman, formally handed over Mr. Hossain's final settlement cheque along with a token cash gift as a gesture of appreciation for his sincere service and commitment to Eastern Insurance PLC. The ceremony was attended by Mr. Hasan Tarek, Chief Executive Officer (CEO),

Mr. Anamul Gani Chowdhury, Chief Financial Officer (CFO), Ms. Kazi Farhana, Company Secretary and Head of Administration, Mr. Muhammad Zilon, Head of Compliance, and Mr. Hafizur Rahman Nahid, Deputy Manager, HR & Establishment, along with other officials of the Company.

The management and employees of Eastern Insurance PLC expressed their sincere gratitude to Mr. Md. Mosharraf Hossain for his loyal and dedicated service over the years and wished him good health, happiness, and success in the years ahead.

Courtesy Visit of Eastern Insurance PLC. Chairman and CEO to IDRA Chairman

On 20 August 2026, the Hon'ble Chairman of Eastern Insurance PLC. (EIPLC), Mr. A.S.M. Waheeduzzaman, and the Chief Executive Officer, Mr. Hasan Tarek, paid a courtesy visit to the Hon'ble Chairman of the Insurance Development and Regulatory Authority (IDRA), Mir Nadia Nivin.

At the outset of the meeting, the Chairman and CEO of Eastern Insurance PLC. presented a bouquet of flowers to the Hon'ble Chairman of IDRA and expressed their sincere thanks and gratitude for giving them her valuable time.

During the meeting, the Chairman and CEO of EIPLC discussed the company's five proposed new insurance products, which are expected to make a positive contribution to the insurance sector of Bangladesh. The proposed products are intended to provide greater benefits and protection to the people of the country against various risks, particularly in relation to their health, assets and financial security. These products are also expected to provide necessary financial support and facilities to policyholders in times of unforeseen danger, loss or risk.

The Hon'ble Chairman of IDRA cordially welcomed the proposals and assured the delegation that she would look into the matters seriously and



take necessary steps for their approval at the earliest possible time, subject to the applicable regulatory requirements. Following a detailed and constructive discussion, the Hon'ble Chairman of Eastern Insurance PLC. presented some books authored by him to Mir Nadia Nivin as a token of respect and goodwill. The Hon'ble Chairman expressed her sincere thanks and gratitude for the thoughtful gift.

On behalf of Eastern Insurance PLC., the Chairman and CEO expressed their best wishes to the Hon'ble Chairman of IDRA and hoped that under her dynamic leadership and dedicated efforts, the insurance industry of Bangladesh would continue to develop, gain greater recognition and make a significant contribution to the country's GDP and overall economic development. The courtesy meeting concluded in a cordial atmosphere.

Handover the Employees Final Settlement Cheque



On 12 June 2026, Eastern Insurance PLC. organized a farewell ceremony in honor of Mr. Md. Mosharraf Hossain and Mr. Meer Ahmed, Former Office Attendants of the Khatungonj Branch, Chattogram, in recognition of their dedicated service to the Company. During the ceremony, the Hon'ble Chairman, Mr. A.S.M. Waheeduzzaman, handed over their final settlement cheques and presented them with gifts as tokens of appreciation for their sincere service, commitment, and valuable contributions to Eastern Insurance PLC. The

Ceremony was attended by Mr. Hasan Tarek, Chief Executive Officer (CEO), Ms. Kazi Farhana, Company Secretary and Head of Administration, Mr. Md. Delwar Hossain, Manager, Acc. Department, and Mr. Hafizur Rahman Nahid, HR & Admin department, along with other officials of the Company. The management and employees of Eastern Insurance PLC. expressed their heartfelt gratitude to Mr. Md. Mosharraf Hossain and Mr. Meer Ahmed for their loyal and dedicated service and wished them good health, happiness, and every success in the years ahead.

HANDOVER THE CLAIM CHEQUE



On 13 July 2026, on behalf of Eastern Insurance PLC., Mr. M.G. Maruf Chowdhury formally handed over a Motor Claim cheque to Mr. Md. Salahuddin Sheik, Deputy General Manager (Accounts & Finance) of Meghna Knit Composite Ltd..

The cheque handover reflects Eastern Insurance PLC.'s continued commitment to providing prompt and efficient claim settlement and maintaining strong business relationships through quality customer service.

We Mourn!

The Eastern Insurance Family expresses its deepest condolences on the passing of Late Ms. Ayesha on 16 June 2026.

Late Ms. Ayesha was the beloved mother-in-law of Mr. Md. Moin Uddin, Head of Branch, Agrabad Branch, Chattogram, and the beloved mother of Mr. Monjur Mofiz, Hon'ble Managing Director of The Premier Bank PLC.

On behalf of the entire Eastern Insurance Family, we extend our heartfelt sympathy to the bereaved family during this time of profound grief and irreparable loss. We pray that Almighty Allah grants the departed soul eternal peace and the highest place in Jannatul Ferdous, and blesses the family with patience, strength, and comfort to bear this great loss.



ইস্টার্ন ইন্স্যুরেন্স পিএলসি.
EASTERN INSURANCE PLC.
(The Symbol of Comprehensive Security)



THE ROLE OF GOOD LEADERSHIP IN THE DEVELOPMENT OF THE INSURANCE SECTOR

Hasan Tarek, Managing Director & CEO, Eastern Insurance PLC.

Introduction: Success in any profession depends not only on choosing the right career but also on the quality of leadership that guides individuals and organizations. In the insurance industry, good leadership is the foundation of sustainable growth, customer confidence, and long-term success. No insurance company can achieve excellence without visionary, ethical, and dynamic leaders who inspire their employees and build trust among policyholders.

Leadership is not simply about holding a position of authority; it is the ability to influence, motivate, and guide people toward achieving common goals. A successful leader creates a shared vision, develops strong teams, and encourages innovation while maintaining integrity and professionalism.

This paper discusses the meaning of leadership, the qualities of an effective leader, the role of leadership in the development of the insurance sector, leadership strategies for Bangladesh's insurance industry, how to develop good leaders, and the difference between a boss and a leader.

What is Leadership: Leadership is the ability to influence, inspire, and guide individuals or teams to achieve common objectives. It involves creating a clear vision, building trust, encouraging collaboration, and empowering employees to perform at their highest potential.

Unlike management, which focuses primarily on planning, organizing, and controlling resources, leadership inspires people, drives change, and shapes organizational culture.

Characteristics of Good Leadership: An effective leader possesses both personal and professional qualities that contribute to organizational success.

Personal Qualities

1. Integrity – Acts honestly and ethically in every situation.
2. Empathy – Understands and values the feelings and perspectives of others.
3. Emotional Intelligence – Manages emotions effectively while understanding the emotions of others.
4. Respect – Treats every employee with dignity and fairness.
5. Appreciation – Recognizes and rewards individual and team achievements.

Communication and Collaboration

1. Clear Communication – Shares goals and expectations effectively.
2. Active Listening – Listens carefully before making decisions.
3. Collaboration – Encourages teamwork across departments.

4. Conflict Resolution – Resolves disagreements fairly and constructively.
5. Transparency – Promotes openness and accountability.

Decision-Making and Strategic Thinking

1. Decisiveness – Makes timely and informed decisions.
2. Problem-Solving – Identifies problems and develops practical solutions.
3. Strategic Thinking – Plans for long-term organizational success.
4. Goal Orientation – Sets SMART (Specific, Measurable, Achievable, Relevant, Time-bound) objectives.
5. Courage – Makes difficult decisions when

necessary.

Execution and Development

1. Accountability – Accepts responsibility for results.
2. Delegation – Empowers employees by assigning responsibilities.
3. Adaptability – Adjusts strategies according to changing market conditions.
4. Resilience – Recovers quickly from setbacks.
5. Growth Mindset – Promotes continuous learning and innovation.

Leadership versus Management

Although leadership and management complement each other, they are different.

Leadership	Management
Creates vision	Executes plans
Inspires people	Controls processes
Encourages innovation	Maintains stability
Focuses on longterm growth	Focuses on shortterm efficiency

A successful insurance company requires both effective leadership and efficient management.

Core Elements of Leadership: Effective leadership consists of three essential elements:

Direction: Leaders establish a clear vision and define organizational goals.

Alignment: Leaders ensure every employee understands their role in achieving company objectives.

Commitment: Leaders inspire employees to take ownership of the organization's success.

Common Leadership Styles: Transformational Leadership Transformational leaders inspire employees to innovate, embrace change, and exceed expectations.

Servant Leadership: Servant leaders prioritize the growth, well-being, and development of employees before their own interests.

Democratic Leadership: Democratic leaders encourage participation in decision-making and value employees' opinions.

Among these, transformational leadership is particularly effective in today's insurance industry

because it promotes innovation and customer-focused services.

The Role of Leadership in the Development of the Insurance Sector: Leadership plays a crucial role in building strong insurance companies and developing the overall insurance industry.

Building Customer Trust

Trust is the foundation of insurance. Good leaders ensure:

- Prompt settlement of claims
- Ethical business practices
- Transparency
- Excellent customer service

Customer confidence increases when promises are fulfilled consistently.

Strengthening Corporate Governance

Leaders establish sound governance by:

- Following regulatory requirements
- Preventing fraud
- Maintaining financial discipline

- Ensuring transparency and accountability

Strong governance protects policyholders and enhances the company's reputation.

Driving Digital Transformation

Modern insurance companies must embrace technology.

Good leaders promote:

- Online policy issuance
- Digital premium collection
- AI-assisted claim processing
- Mobile applications
- Customer self-service portals

Digital transformation improves efficiency and customer satisfaction while reducing operational costs.

Product Innovation

Leaders encourage innovation by developing products that meet changing customer needs, including:

- Health insurance
- Education insurance
- Agricultural insurance
- Climate-risk insurance
- Microinsurance
- SME insurance

Innovative products help expand insurance coverage across society.

Expanding Insurance Coverage: Insurance penetration remains relatively low in Bangladesh.

Leadership can expand coverage through:

- Bancassurance partnerships
- Digital sales channels
- Rural distribution networks
- Financial literacy campaigns
- Affordable insurance products

These initiatives increase access to insurance for underserved populations.

Developing Human Resources: Employees are the greatest asset of any insurance company.

Good leaders invest in:

- Continuous training
- Leadership development

- Professional certification
- Ethical sales practices
- Performance-based recognition

A skilled workforce improves productivity and customer service.

Promoting Ethical Sales Culture

Responsible leadership discourages:

- Mis-selling
- False promises
- High-pressure sales techniques

Instead, leaders encourage:

- Honest advice
- Long-term customer relationships
- Professional integrity

This strengthens customer loyalty and company reputation.

Leadership Challenges in Bangladesh's Insurance Sector

The insurance industry in Bangladesh faces several challenges:

- Low insurance penetration
- Limited public awareness
- Delayed claim settlements
- Weak corporate governance
- Fraud and unethical practices
- Limited use of technology
- Shortage of qualified professionals

Good leadership is essential to overcome these challenges and ensure sustainable growth.

Strategies for Insurance Leaders in Bangladesh

To strengthen the industry, leaders should focus on:

Restoring Public Trust

- Settle claims promptly.
- Maintain transparency.
- Strengthen governance.
- Ensure regulatory compliance.

Digital Transformation

- Introduce InsurTech solutions.
- Automate underwriting and claims.
- Improve customer experience through digital platforms.

Product Diversification

Develop products tailored to:

- Farmers
- Ready-Made Garment (RMG) workers
- Small businesses
- Women
- Youth
- Low-income families

Financial Literacy

Increase public awareness through:

- Educational campaigns
- Community programs
- School and university initiatives
- Social media outreach

Talent Development

Invest in:

- Leadership training
- Actuarial education
- Professional certifications
- Continuous employee development

How to Become a Good Leader in an Insurance Company

An insurance leader should:

- Lead by example.
- Demonstrate honesty and integrity.
- Build strong customer relationships.
- Listen to employees.
- Encourage teamwork.
- Make data-driven decisions.
- Embrace innovation.
- Continue learning.
- Mentor future leaders.
- Promote ethical business practices.
- Focus on customer satisfaction.
- Inspire employees to achieve organizational goals.

The Difference Between a Boss and a Leader

Boss	Leader
Gives orders	Provides guidance
Demands respect	Earns respect
Focuses on authority	Focuses on influence
Blames employees	Takes responsibility
Controls people	Empowers people
Creates fear	Builds trust
Takes credit	Shares credit
Focuses on short-term results	Focuses on long-term success
Says "Go"	Says "Let's go together"

A boss manages employees, while a leader develops people and inspires excellence.

Conclusion

Leadership is the driving force behind the success and sustainable development of the insurance sector. Effective leaders build trust, strengthen governance, promote innovation, develop talented employees, and create customer-focused organizations. In Bangladesh, where insurance penetration remains low and public confidence is still developing, visionary leadership is more important than ever.

A successful insurance leader combines integrity, empathy, strategic thinking, accountability, and innovation to create lasting value for customers, employees, shareholders, and society. By embracing digital transformation, strengthening ethical practices, investing in human capital, and introducing innovative insurance solutions, leaders can significantly contribute to the growth of the insurance industry and the economic development of Bangladesh.

Ultimately, organizations do not become successful merely because they have managers; they succeed because they have leaders who inspire people, create opportunities, and transform vision into reality.

"A boss drives people; a leader inspires people. A boss creates followers; a leader creates future leaders."



Introduction

Insurance is a financial mechanism that provides protection against unexpected losses by transferring risk from individuals or businesses to an insurance company in exchange for a premium. It serves as a financial safeguard, enabling policyholders to recover from unforeseen events without suffering devastating economic consequences. In many ways, insurance acts as a protective shield, helping individuals and businesses restore financial stability after disasters.

Among the various categories of insurance—including fire, marine, motor, aviation, engineering, health, accident, liability, and miscellaneous insurance—microinsurance has become one of the most significant innovations for serving low-income communities. Unlike traditional insurance products, microinsurance is specifically designed to meet the needs of poor and vulnerable populations through affordable premiums, simplified policies, and accessible claims procedures.

What is Microinsurance?

Microinsurance is an insurance product specifically designed for low-income individuals and families. It protects policyholders against defined risks such as illness, disability, death, crop failure, livestock loss, or property damage in exchange for small and affordable premium payments. While it follows the same principle of risk pooling as conventional insurance, it offers lower coverage amounts that are suitable for households with limited financial capacity.

How Microinsurance Works

Microinsurance primarily serves people working in the informal sector, small farmers, day

labourers, fishermen, and low-income households who are generally excluded from traditional financial services.

Its major characteristics include:

- Affordable premium payments.
- Simple policy terms and conditions.
- Easy enrollment procedures.
- Faster and simplified claims settlement.
- Distribution through microfinance institutions, NGOs, cooperatives, mobile financial service providers, and community organizations.

Types of Microinsurance

The most common forms of microinsurance include:

Health Microinsurance

Provides coverage for hospitalization, medical treatment, surgeries, and emergency healthcare expenses.

Life and Disability Insurance

Offers financial compensation in the event of death or permanent disability, helping families meet funeral expenses and maintain financial stability.

Agricultural Insurance

Protects farmers against crop losses caused by floods, droughts, pests, cyclones, or adverse weather conditions.

Livestock Insurance

Compensates farmers for losses resulting from the death or disease of livestock.

Property and Asset Insurance

Protects small businesses and households against

losses from fire, theft, and natural disasters.

Importance of Microinsurance

Microinsurance has become increasingly important because it provides financial security to vulnerable communities that are often excluded from formal insurance systems.

Its major benefits include:

- Reducing household vulnerability.
- Preventing families from falling into extreme poverty.
- Encouraging savings and investment.
- Supporting entrepreneurship.
- Improving financial inclusion.
- Enhancing disaster resilience.
- Promoting social protection.
- Reducing dependence on government relief and charitable assistance.

Microinsurance as a Diversification Product

For insurance companies, microinsurance represents an important diversification strategy within the non-life insurance sector.

Traditionally, insurance companies have concentrated on corporate clients and high-income individuals. Microinsurance enables insurers to expand their customer base by serving millions of low-income households and small enterprises.

Major diversification opportunities include:

- Weather Index Insurance
- Crop Insurance
- Livestock Insurance
- Health Insurance
- Asset Insurance
- Accident Insurance
- Micro Property Insurance

Expanding into these markets not only increases insurance penetration but also strengthens the overall stability of the insurance industry by spreading risks across a broader population.

Contribution to Bangladesh's Economy

Microinsurance contributes significantly to Bangladesh's economic development through several channels.

Poverty Reduction

Unexpected illness, floods, cyclones, and crop failures often push poor families deeper into poverty. Microinsurance reduces these financial

shocks and protects household assets.

Agricultural Development

Agriculture remains one of Bangladesh's major economic sectors. Insurance encourages farmers to adopt improved technologies and invest in higher-value crops by reducing production risks.

Growth of Small Businesses

Micro, Small, and Medium Enterprises (MSMEs) benefit from insurance protection, allowing entrepreneurs to expand their businesses with greater confidence.

Financial Inclusion

Microinsurance complements microfinance by providing comprehensive financial protection, allowing borrowers to invest productively without fear of catastrophic losses.

Employment Generation

The expansion of microinsurance creates employment opportunities for insurance professionals, agents, surveyors, and claims officers while supporting digital financial services.

National Economic Stability

By reducing the financial impact of natural disasters and health emergencies, microinsurance contributes to sustainable economic growth and strengthens national resilience.

Current Situation in Bangladesh

Bangladesh has one of the lowest insurance penetration rates in South Asia. Despite steady growth, insurance coverage remains limited, particularly among low-income households.

Recognizing the importance of inclusive insurance, the Insurance Development and Regulatory Authority (IDRA), in collaboration with development partners such as the United Nations Development Programme (UNDP), has initiated efforts to establish a comprehensive Microinsurance Regulatory Framework. The objective is to provide affordable, reliable, and consumer-friendly insurance products while protecting policyholders.

Several NGOs and microfinance institutions have also introduced microinsurance schemes covering health, life, agriculture, livestock, and disaster-related risks.

Challenges Facing Microinsurance

Despite its enormous potential, several challenges hinder the expansion of microinsurance in Bangladesh:

- Low public awareness regarding insurance.
- Limited trust in insurance companies.
- Low insurance literacy.
- Inadequate distribution channels in rural areas.
- High administrative costs relative to small premiums.
- Weak digital infrastructure in remote areas.
- Limited product innovation.
- Poor actuarial data for pricing products.
- Low renewal rates.
- Delays in claims settlement.
- Dependence on donor support for some schemes.

Although claims management and employee performance have shown improvement in many organizations, greater efforts are required to strengthen customer confidence and improve product effectiveness.

Health Microinsurance

Bangladesh experiences one of the highest levels of out-of-pocket healthcare expenditure in Asia. Many poor households finance medical treatment by selling assets or borrowing money at high interest rates.

Health microinsurance has improved access to basic healthcare services by providing affordable treatment through NGO-operated clinics and partner hospitals. However, most existing schemes offer limited benefits and often exclude expensive medical procedures such as major surgeries and specialized treatments.

Consequently, while health microinsurance improves access to primary healthcare, it does not fully protect poor households from catastrophic medical expenses.

India's experience demonstrates that an enabling regulatory environment can significantly strengthen the microinsurance market.

The Insurance Regulatory and Development Authority of India (IRDAI) has encouraged insurers to serve rural and low-income populations while allowing NGOs and microfinance institutions to distribute insurance products in partnership with licensed insurers.

Bangladesh can benefit from adopting similar regulatory reforms, promoting public-private partnerships, encouraging product innovation, and expanding digital insurance platforms.

Recommendations

To maximize the contribution of microinsurance to Bangladesh's economy, the following measures are recommended:

- Develop a comprehensive national microinsurance policy.
- Increase public awareness through nationwide financial literacy campaigns.
- Expand digital insurance and mobile-based premium collection.
- Strengthen consumer protection and claims settlement mechanisms.
- Encourage private insurers to design affordable products.
- Introduce innovative agricultural and climate-risk insurance.
- Expand health microinsurance to cover surgeries and catastrophic illnesses.
- Improve actuarial databases and management information systems.
- Provide tax incentives for insurers entering underserved markets.
- Promote partnerships among insurers, NGOs, microfinance institutions, banks, and mobile financial service providers.
- Strengthen regulatory oversight to improve transparency and public trust.

Conclusion

Microinsurance is more than an insurance product; it is a powerful instrument for inclusive economic development. By protecting low-income households against financial shocks, it enables families to maintain their livelihoods, invest in productive activities, and escape the cycle of poverty. As a diversification product within the non-life insurance industry, microinsurance broadens insurance coverage, strengthens financial inclusion, and contributes to sustainable economic growth.

Although Bangladesh has made significant progress in expanding microinsurance, considerable challenges remain. Low insurance penetration, limited public awareness, inadequate product design, and regulatory constraints continue to restrict its full potential. With strong government support, effective regulation, technological innovation, and collaboration among insurers, NGOs, and development partners, microinsurance can become a cornerstone of Bangladesh's social protection system and a major driver of economic resilience and inclusive national development.

Muhammad Zilon
Head of Compliance
Eastern Insurance PLC.

Eastern Insurance PLC Organized for the Second time 'One Student One Tree' Programme at Tumilia Girls Model Government Primary School



For the second time “One Student, One Tree” tree distribution and tree plantation programme was held on 16 August 2026 at Tumilia Girls Model Government Primary School, Kaliganj, Gazipur, an educational institution established in 1930. The programme was arranged by Terrism and sponsored by Eastern Insurance PLC as part of its Corporate Social Responsibility (CSR) initiatives.

The programme commenced at 10:00 a.m. with an inauguration and motivational speech delivered by the Honourable Chairman of Eastern Insurance PLC, Mr. A. S. M. Waheeduzzaman. Addressing the students, the Chairman emphasized the importance of trees and encouraged every child to develop a lifelong commitment to plan and caring take care for trees.

In his speech, the Chairman said that trees are essential to human life because they provide us with oxygen and play a vital role in maintaining the ecological balance. He encouraged the students to plant trees so that they could contribute to a greener

and healthier environment. He also highlighted that trees provide flowers, fruits, fuel, timber and medicinal resources, while purifying the air, reducing pollution, preventing soil erosion and helping maintain the balance of nature.

The Chairman further noted that trees help protect communities from natural calamities and extreme weather, including droughts, storms, floods and excessive heat. They also beautify our surroundings and provide shelter and food for birds and other wildlife. He urged everyone to be conscious and responsible about planting and preserving trees for the benefit of present and future generations.

Following his encouraging address, the Chairman distributed trees among the students under the “One Student, One Tree” initiative. The Chief Executive Officer of Eastern Insurance PLC, Mr. Hasan Tarek, along with other senior officials of the company, actively participated in the distribution programme. The Chairman and the CEO also planted symbolic trees on the school playground,



marking the practical beginning of the plantation initiative.

The programme was attended by the Hon'ble teachers, school staff members and guardians of the students. Their presence added further significance to the initiative and reflected the shared commitment of the school and the community toward environmental protection.

At the conclusion of the programme, the Headmistress of Tumilia Girls Model Government Primary School conveyed her heartfelt congratulations and gratitude to Eastern Insurance PLC. and the organizers for undertaking such a meaningful CSR initiative. She expressed

appreciation for the effort to inspire young students to become responsible guardians of nature.

The Eastern Insurance family expressed its sincere gratitude to the Hon'ble Chairman for his noble vision and initiative to contribute toward building a greener Bangladesh through tree plantation and environmental awareness among the younger generation.

The "One Student, One Tree" initiative represents a valuable step toward creating environmental awareness among children and encouraging them to take personal responsibility for protecting nature.

Green Bangladesh, Green Trees, Green Future - for our upcoming generations.



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EASTERN INSURANCE PLC.

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Head Office: 44, Dilkusha C/A (1st & 2nd Floor), Dhaka-1000, Bangladesh

PABX: 02223383033-34 & 02223384246-48

E-mail: info@eiclb.com Website: www.eiclb.com