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**Internship Report on Bengal Islami Life  
Insurance Limited**



**BENGAL ISLAMI  
LIFE INSURANCE LIMITED**  
*with life*

**Topic: "An Analysis of Marketing Activities of Bengal  
Islami Life Insurance Limited"**

**Submitted To**

**Md. Shibli Shahriar**

**Associate Professor**

**Department of Business Administration**

**Daffodil International University (DIU)**

**Submitted By**

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**MBA (Regular)**

**Student Id: 211-14-3289**

**Submission Date: 4th February 2022**

**Letter of submission**

**Date: 4th February 2022**

**Mr. Md. Shibli Shahriar**

**Associate Professor**

**Department of Business Administration**

**Daffodil International University (DIU)**

**Subject: Submission of Internship Report**

**Dear Sir,**

It is a great pleasure for me to present the internship report based on “Bengal Islami Life Insurance Limited”. This report has been assigned to me as a requirement for the completion of a Master of Business Administration Degree.

Working for a company like " Bengal Islami Life Insurance Limited” has been an amazing experience for me. During my 3 months period of internship, I have served the ‘HR & Admin department under the supervision of Mr. Mohammed Alamgir Kabir, Head of HR, Admin at Head Office.

It has been a great opportunity for me to work under this team as it helped me to gain professional experience from a leading company in Bangladesh. I have also learned about the organizational culture of the corporate sector in our country. I was lucky enough to grab the opportunity to develop a network with the corporate environment.

Thank you so much for your guidance and cooperation which helped me significantly in completing this report successfully. I would like to take every opportunity to express my gratitude for my indebtedness to you.

**Yours Sincerely**

**Md Sabbir Hossain**

**Department of Marketing (MBA Regular)**

**Student ID: 211-14-3289**

## **Student's Declaration**

I, Md. Sabbir Hossain, hereby declare that the report of internship specified “**An Analysis of Marketing Activities of Bengal Islami Life Insurance Limited**” is prepared by me after completion of internship in **Bengal Islami Life Insurance Limited (Head office)**.

Also, I would like to make sure that the report was prepared for academic purposes only and not for any other purpose.



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**Md. Sabbir Hossain**

**ID: 211-14-3289**

**Major in Marketing**

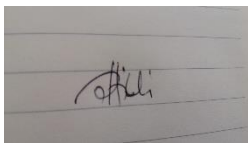
**Program: MBA (Regular)**

**Department of Business Administration**

**Daffodil International University**

**APPROVAL CERTIFICATE**

This is to certify that **Md. Sabbir Hossain** bearing ID no. **211-14-3289** student of MBA Program, Daffodil International University. He has completed the internship report under my supervision. He has worked with Bengal Islami Life Insurance Limited. As a Junior Officer HR & Admin and completed the report entitled “**An Analysis of Marketing Activities of Bengal Islami Life Insurance Limited**” as a partial requirement for obtaining MBA degree. He has completed the report by himself. & Permitted to submit the report. Md. Sabbir Hossain strong moral character and a very pleasing responsibility. It has indeed been a great pleasure working with his. I wish him all success in life.



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**Mr. Mohammad Shibli Shahriar**

**Associate Professor**

**Department of Business Administration**

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**Daffodil International University**

## Acknowledgement

First of all, I would expound my gratefulness to the Almighty for giving me immense tolerance and capability to perform my liabilities as an intern and complete the report.

I'm greatly obliged to my faculty, Mr. Md. Shibli Shahriar, Associate Professor, Department of Business Administration, Daffodil International University (DIU) for his cordial and nonstop support during the internship period.

I'm thankful to the Office of Masters of Business Administration of Daffodil International University (DIU) for creating a platform where somewhere every different student gets an occasion to do Internships in well-known companies in Bangladesh.

I would also want to express my gratefulness towards my administrator Mr. Mohammed Alamgir Kabir, for his guidance and tolerance, support, monitoring, and constant stimulant throughout the organizational period.

Moreover, I would take the occasion to express my gratefulness to Mr. M M Monirul Alam, Managing Director & CEO. Mr. Shakhawat Hossain Deputy Manager & In-charge IT Department. And Mr. Md. Mehedi Hasan Executive Officer HR Department for supporting me in finishing the report by helping at numerous phases of occasion. I'm also thankful to my Bengal Islami Life Insurance Limited fellows, seniors, and associates who extended me cordial support, precious information, advice, suggestion, and alleviation in finishing the report within the allocated moment.

## **Dedication**

I dedicate all my efforts and struggles of the educational life to my dear parents; without them I'm meaningless. Also, I devote the work of this internship report to respectable and honorable teachers who taught and supported me in developing my personality as a competent professional.

## **Executive Summary**

It is a great pleasure for me that I have completed a report on "An Analysis of Marketing Activities of Bengal Islami Life Insurance Limited: A Case Study on Bengal Islami Life Insurance Company Ltd". My internship report contains all the information about my work experience with Bengal Islami Life Insurance Company, which was established in 2013. I Shall try to discuss and include an introduction, history, objective, status, mission Marketing analysis etc. Bengal Islami Life Insurance Company Ltd. has been playing an important role in the economic development of the country. Since the beginning, Bengal Islami Life Insurance Ltd. set an outstanding standard to gain popularity among all classes of people. Bengal Islami Life started micro life insurance-cum-savings products basically went to the poor people. Day by day the company is gaining much popularity among the customers as it always tries to maintain good relations with its customers.

**At the beginning of this report in chapter 1**, I tried to give an introduction of Insurance companies in Bangladesh, the background, objective, scope, methodology of this study. Introduction of Bengal Life Insurance Limited. Aims and Objectives the Vision & mission of Bengal Life Insurance Limited, and Product Description.

**In chapter 2**, I tried to give some brief information about the experience of Bengal Islami Life Insurance Limited. Also added the function of the department And I also described my sample of working activities.

**In chapter 3**, I tried to findings some positive & negative things and I also recommended some bullet points for Bengal Islami Life Insurance Company Limited. And lastly, the report is closed by conclusion and added reference some books and report. Which won't actually help me to end the report.

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# **CHAPTER 01**

# **INTRODUCTION**

## **Introduction of Insurance Company in Bangladesh:**

Bangladesh economy holds huge danger in every sector because the country frequently faces natural disasters like floods, cyclones, failure, and hurricanes. There are also other factors like political strikes, and economic issues like an affectation, high- interest rate, duty policy, deregulation. that consolidate the dangers for the economy. Still, Bangladesh's, insurance request isn't veritably large compared to the degree of threat. For better functioning of the insurance assiduity and to attain good growth in this sector, it's worthwhile to know the factors which are responsible for the low growth of the insurance assiduity in Bangladesh. This paper presents the results of an empirical check pressing the present screenplay of the insurance assiduity in Bangladesh. In this study, numerous problems have been linked similar as lack of trust, ignorance, indecorous claim agreement, lack of product diversification, lack of information, poor threat operation, absence of exploration and development (R&D) cell, reinsurance problems etc.

Bengal Life Insurance limited is one of the leading Life insurances in Bangladesh. Basically, they are selling two categories one is an organization (Group Insurance) and another one is local people.

The success of the Insurance is hidden in the proper management of all the sorts of risks related to the Insurance business. Hence Insurance risk and its management has become a vital part of the Insurance business. This report will give us an overall idea about the Marketing Activity's and its management as practiced by the Bengal Life Insurance Limited.

## **1.2 Background of the study**

As a student of the M.B.A program of the Daffodil International University, I had instructed to make an internship report on the basis of my practical experience in a head office of Bengal Islami Life Insurance Limited. This three months duration internship is designed for a student to train us in the real world of the corporate market, and also to learn the proper employment of theoretical knowledge in professional life This is prepared with depth analysis of New Product Development Strategies, Data Analysis of Bengal Islami Life Insurance Limited by the help of my internship supervisor Mohammad Shibli Shahriar sir, Associate Professor, Department of Business Administration Faculty of Business & Economics, Daffodil International University. In this

organization, I had practiced a lot of marketing-related exercises which I had learned in my class. I related those which is the main purpose of this internship program. I've also tried to currently my particular observance from each department of this branch. As I'm an officeholder of Bengal Islami Life Insurance Limited, I had a chance to be acquainted with the practical Marketing & Admin affiliated work prevailing which has been acquired in my internship. I've tried my best to make successful this report.

### **1.3 Objective of the study:**

The Broad objective of the Study is to evaluate the Marketing Activities of Bengal Islami Life Insurance Limited. The specific Objectives are followed-

1. To Identify the marketing mix of Marketing Activates of Bengal Islami Life Insurance Limited.
2. To Identify Marketing Activates of Bengal Islami Life Insurance Limited.
3. To evaluate the Marketing Activates of Bengal Islami Life Insurance Limited
4. To identify some problems and give some suggestions to overcome the problems.

### **1.4 Scope of the Study**

The selection area of this study report is the Head Office of Bengal Islami Life Insurance Limited which encompassed physical visits, working with office staff and reviewing their service rules. This study report is grounded on Primary & secondary data. This report study is predicated on the rules and regulations of the insurance company and its exercise of Marketing & Admin. The study focuses on the salient principles, common contract features and claim agreement procedure of an insurance policy.

## 1.5 Methodology:

### Collection of information

#### Primary source:

Company data were composed through physical visits and exchanges with authorized staff.

**Secondary data:** In preparing this report, I was broadly dependent on the data published in Annual Reports, different journals and prospectus of the company.

The clarifications and the findings are grounded generally on the uses of secondary data types from different sources including the publications of the Central Tariff Committee and Bangladesh Insurance Academy. The presence of different data on Human Resource Management is collected from the Internet and different feathers of volumes

## 1.6 Introduction of Bengal Life Insurance Limited:

Bengal Islami Life Insurance Limited started its journey in 2013 with the joint efforts of eminent industrialists, successful entrepreneurs of various financial institutions and social workers. On the initiative of Mr MA Ahad, a prominent freedom fighter of the country and a Canadian expatriate, he established the first Bengal Islami Life Insurance Limited in the country by uniting Bangladeshis living in different countries of the world. All the esteemed directors of the company started this company for the welfare of the people of Bangladesh. The main goal of Bengal Islami Life Insurance Limited is to make the unemployed people of the country employed through the life insurance profession and to save the people by bringing them under life insurance and to strengthen the foundation of the country's economy. The key to the success of an ideal life insurance company is an efficient and experienced management and up-to-date and modern online customer service. Bengal Islami Life Insurance Limited has been able to play a leading role in this regard. Mr. M M Monirul Alam is the Chief Executive Officer & Managing Director of the company.

### **1.7 Aims and Objectives: -**

Bengal Islami Life Insurance Limited started its activities with the aim of building a happy, prosperous and secure future for the people of this country by providing modern insurance and eliminating unemployment. The main objective of this company is to transform life insurance into a profitable savings system by providing timely digital services and attractive bonuses to insurance customers at attractive rates. Bengal Islami Life Insurance Limited also aims to take the country forward by consolidating the small savings of the people and strengthening the economic base of the country and the nation. Above all, Bengal Islami Life Insurance Limited is playing a strong role in building the golden dream of the golden Bengal of the father of the nation and strengthening the foundation of the country's economy by bringing the benefits of life insurance to every home of all Bengalis to make Bangabandhu smile. Bengal Islami Life Insurance Limited is also playing a leading role in creating independent self-reliant manpower.

### **1.8 The vision of Bengal Life Insurance Limited:**

To be simply the best, not in Quantity but in Quality in the Life Insurance sector.

### **1.9 The mission of Bengal Life Insurance Limited:**

1. Risk-based analysis.
2. Customer-focused management.
3. Higher use of Technology.
4. Strategic Plan and Implementation
5. Maintaining higher financial security of stockholders.

## 1.9.0 Product Description:

### Types of Insurance:

We know that there are two types of products. One is Life & another one is General Life insurance. Bengal Life insurance only sells Life insurance products. And they are selling 14 types of products.

1. Bengal Savings Insurance
2. Bengal Savings Term Insurance
3. Bengal three instalment Insurance
4. Bengal four instalment Insurance
5. Bengal five instalment Insurance
6. Bengal premium refund Insurance
7. Bengal double Single savings Insurance
8. Bengal Islami deposit
9. Bengal denmohor Insurance
10. Bengal Hajj Insurance
11. Bengal two-year Insurance
12. Bengal Islami takaful deposit
13. Bengal child safety Insurance
14. Bengal Pension Insurance

## 1.9.1 Bengal Savings Insurance:

### **Introduction to the plan:**

This is a very popular and attractive savings plan. This insurance provides money with a one-time benefit on maturity, so the money received can be used as capital in the higher education or business of the children or for any need of the family. It is a great investment in wealth creation which helps in bringing happiness and comfort in retirement life.

### **Features, conditions, and rules of the plan:**

**Insurance Period:** The term of insurance can be taken up to any term from 5 to 35 years.

**Insurance amount:** Minimum insurance amount is 1,00,000 / - (one lakh) and monthly / quarterly minimum premium will be 1,000 / - (one thousand) taka.

**Premium Payment Method:** There is the facility to take it in annual, half-yearly, quarterly or monthly installments.

**Age of the insured customer:** Anyone who is healthy at the beginning of the insurance for a minimum of 18 years and up to a maximum of 60 years can take this policy. However, the age of the customer on maturity will not be more than 65 years.

### **Eligibility of insurance customer:**

- ✓ It is necessary for the insured to be in excellent health.
- ✓ The insurance customer must have his regular earnings.

### Advantages of the plan:

- Subject to current insurance, the principal sum insured on the maturity of the insurance with the profit earned is provided.
- In case of death of the insured within the term of the insurance, with the profit earned till the day of death Insurance amount is paid. In case of payment in case of death of the customer is awarded to the selected person (nominee).
- Paid up option: If the insured does not pay regular premium after paying premium for at least 2 (two) years, the policy will be converted into paid up limit which will be paid to his nominee in case of death of the insured or to the insured at the end of term (if any).
- Surrender Value: If the premium is paid for at least two years, the customer will be able to surrender the policy any time before the expiration of the policy after two years.
- Loan: Up to a maximum of 90% of the surrender value of the insurance customer after acquiring the surrender value
- Can borrow. Income tax rebate Income tax rebate on premiums paid under this insurance available.



## 1.9.2 Bengal Savings Term Insurance

**Introduction to the plan:** General term insurance is an attractive plan to provide financial support to the family during leisure time or in business. This is an ideal investment plan for long term savings.

### **Features, conditions and rules of the plan:**

**Term of insurance:** This plan can be taken for any term from 5 to 35 years.

**Insurance amount:** The minimum insurance amount in this scheme is 1,00,000 / - (one lakh) and the minimum premium in monthly / quarterly case will be 1,000 / (one thousand) Taka.

### **Eligibility of insurance customer:**

- ✓ It is necessary for the insured to be in excellent health.
- ✓ The insurance customer must have his own regular earnings.

### **Advantages of the plan:**

- The premium rate on this plan is very low.
- Subject to the commencement of insurance, the principal sum insured as on maturity of the insurance is paid with guaranteed profit.
- In case of death of the insured within the term of insurance, the sum assured is paid till the day of death.
- In case of payment in case of death of the customer, the nominee will be paid by the customer.

- **Paid up option:** If the insured does not pay regular premium after paying premium for at least 2 (two) years, the policy will be converted into paid up insurance which will be paid to his nominee on death of the insured or at the end of the standard to the insured with guaranteed profit.
- **Surrender Price:** If the premium is paid for at least two years, the customer can surrender the policy any time before the expiration of the policy after two years.
- **Loan:** After acquiring the surrender value, the insurance customer can take a loan up to a maximum of 90% of the surrender value.
- **Income tax rebate:** Income tax rebate is available on premiums paid under this insurance.

### 1.9.3 Bengal three instalment Insurance

#### **Introduction to the plan:**

In most life insurance plans, the sum insured is paid to the policyholder after the maturity of the insurance; But in the course of life, sudden money may be needed. Moreover, the cost of living is increasing day by day. Financial needs are increasing to meet basic needs, especially children's needs such as education, marriage, medical care and housing. So, there is no substitute for saving to make the future days smooth and beautiful. That is why Bengal Islami Life Insurance Limited has introduced “Three Installment Term Insurance” considering the demand of the customer so that the insurance money can be paid to the customer at different stages of the term.

#### **Features, conditions and rules of the plan**

**Term of insurance:** 12, 15, 18, 21 and 24 years.

**Insurance amount:** Minimum insurance amount is 1,00,000 / - (one lakh) and monthly / quarterly minimum premium will be 1,000 / - (one thousand) taka.

**Premium Payment Method:** There is facility to take it in annual, half yearly, quarterly or monthly installments.

**Age of the insurance customer:** Anyone who is healthy at the beginning of the insurance for a minimum of 18 years and up to a maximum of 53 years can take this policy. However, the age of the customer will not be more than 65 years on maturity.

**Eligibility of insurance customer:**

- ✓ It is necessary for the insured to be in excellent health.
- ✓ The insurance customer must have his own regular earnings.

**Plan benefits:**

- This insurance is paid to the customer in a total of three installments along with the proceeds of the sum assured.
- (A) First installment - 25% of the sum insured at the end of one-third term of insurance as per plan
- (b) Second installment - 25% of sum assured at the end of two-thirds term of the policy
- (C) Third installment - The remaining 50% of the sum insured is paid (if any) after maturity of the policy.
- Even after the first or second installment has been paid, the policy is still in force and in case of death of the insured before maturity, the nominee is paid the full sum insured along with the profit earned.
- In case of death of the insured before the expiration of the policy subject to the commencement of the insurance policy, the entire original sum assured is credited to the nominee. Is provided with profit.

- If the insured dies after receiving one or more of the expected benefits before the maturity of the policy, the nominee is given the full sum insured with profit (if any) subject to the policy being in force.
- **Paid up option:** If the insured does not pay regular premium after paying premium for at least 2 (two) years, the policy will be converted into paid up insurance which will be paid to his nominee in case of death of the insured or to the insured at the end of term (if any).
- **Surrender Value:** If the premium is paid for at least two years, the customer will be able to surrender the policy any time before the expiration of the policy after two years.
- **Loan:** After acquiring the surrender value, the insurance customer can take a loan up to a maximum of 90% of the surrender value.
- **Income tax rebate:** Income tax rebate is available on premiums paid under this insurance.

### 1.9.4 Bengal four instalment Insurance

#### **Introduction to the plan:**

In most life insurance plans, the sum insured is paid to the policyholder after the maturity of the insurance; But in the course of life, sudden money may be needed. Moreover, the cost of living is increasing day by day. Financial needs are increasing to meet basic needs, especially children's needs such as education, marriage, medical care and housing. So, there is no substitute for saving to make the future days smooth and beautiful. That is why Bengal Islami Life Insurance Limited has introduced “four Installment Term Insurance” considering the demand of the customer so that the insurance money can be paid to the customer at different stages of the term.

#### **Features, conditions and rules of the plan**

**Term of insurance:** 12, 15, 18, 21 and 24 years.

**Insurance amount:** Minimum insurance amount is 1,00,000 / - (one lakh) and monthly / quarterly minimum premium will be 1,000 / - (one thousand) taka.

**Premium Payment Method:** There is facility to take it in annual, half yearly, quarterly or monthly installments.

**Age of the insurance customer:** Anyone who is healthy at the beginning of the insurance for a minimum of 18 years and up to a maximum of 53 years can take this policy. However, the age of the customer will not be more than 65 years on maturity.

**Eligibility of insurance customer:**

- ✓ It is necessary for the insured to be in excellent health.
- ✓ The insurance customer must have his own regular earnings

**Advantages of the plan:**

- The insurance is paid to the customer in a total of four installments with insurance and I profit, subject to the policy being in force before and after the maturity of the insurance policy.
- (A) First installment: 20% of the sum insured at the end of one-fourth term of insurance as per plan.
- (B) Second installment: 20% of the sum insured at the end of two-fourth term of the policy.
- (C) Third installment: 20% of the sum insured at the end of three-fourth term of the policy.
- (D) Fourth installment: The remaining 40% of the sum insured is paid (if any) after maturity of the policy.
- In case of death of the insured before the expiration of the policy subject to the policy being in force even after payment of first, second or third installment the entire sum assured is paid along with the earned profit.

- **Paid-up option:** If the insured does not pay regular premium after paying premium for at least 2 (two) years, the policy will be converted into paid-up insurance which will be paid to his nominee on death of the insured or to the insured at the end of term (if any) Will be.
- **Surrender Price:** If the premium is paid for at least two years, the customer can surrender the policy any time before the expiration of the policy after two years.
- **Loan:** After acquiring the surrender value, the insurance customer can take a loan up to a maximum of 90% of the surrender value.
- **Income tax rebate:** Income tax rebate is available on premiums paid under this insurance.

## 1.9.5 Bengal five instalment Insurance

### **Introduction to the plan:**

In most life insurance plans, the sum insured is paid to the policyholder after the maturity of the insurance; But in the course of life, sudden money may be needed. Moreover, the cost of living is increasing day by day. Financial needs are increasing to meet basic needs, especially children's needs such as education, marriage, medical care and housing. So, there is no substitute for saving to make the future days smooth and beautiful. That is why Bengal Islami Life Insurance Limited has introduced “five Installment Term Insurance” considering the demand of the customer so that the insurance money can be paid to the customer at different stages of the term.

### **Features, conditions and rules of the plan**

**Term of insurance:** 12, 15, 18, 21 and 24 years.

**Insurance amount:** Minimum insurance amount is 1,00,000 / - (one lakh) and monthly / quarterly minimum premium will be 1,000 / - (one thousand) taka.

**Premium Payment Method:** There is facility to take it in annual, half yearly, quarterly or monthly installments.

**Age of the insurance customer:** Anyone who is healthy at the beginning of the insurance for a minimum of 18 years and up to a maximum of 53 years can take this policy. However, the age of the customer will not be more than 65 years on maturity.

**Eligibility of insurance customer:**

- ✓ It is necessary for the insured to be in excellent health.
- ✓ The insurance customer must have his own regular earnings

**Advantages of the plan:**

The insurance policy pays the customer in a total of five installments with the sum earned before the expiration of the insurance policy and subject to the expiration of the policy.

- (A) First installment: 10% of the sum insured at the end of one-fifth term of insurance as per plan.
- (B) Second installment: 15% of the sum insured at the end of two-fifth term of the policy.
- (C) Third installment: 20% of the sum insured on maturity of three-fifths of the policy.
- (D) Fourth installment: 25% of the sum insured on maturity of four-fifths of the policy.
- (E) Fifth installment: The remaining 30% of the sum insured is paid (if any) during the term of the policy.
  - Even after payment of first, second, third and fourth installments, the policy is still in force and in case of death of the insured before maturity, the nominee is paid the full sum insured along with the profit earned.
  - In case of death of the policyholder before maturity, subject to the commencement of the insurance policy, the full original sum assured is accrued to the nominee.
  - If the insured dies after receiving one or more of the expected benefits before the maturity of the policy, the nominee is given the full sum assured (including if any) of the policy, subject to the policy being in force.

- **Paid up option:** If the insured does not pay regular premium after paying premium for at least 2 (two) years, the policy will be converted into paid up insurance which will be paid to his nominee on the death of the insured or to the insured at the end of the term (if any).
- **Surrender Value:** If the premium has been paid for at least two years, the policyholder will be able to complete the policy any time before the expiration of the policy after two years.
- **Loan:** After obtaining the surrender value, the insurance customer can take a loan up to a maximum of 90% of the surrender value.
- **Income tax rebate:** Income tax rebate is available on premiums paid under this insurance.

### 1.9.6 Bengal premium refund Insurance

#### Features, conditions and rules of the plan

**Term of insurance:** 5 to 25 years.

**Insurance amount:** Minimum insurance amount is 1,00,000 / - (one lakh) and monthly / quarterly minimum premium will be 1,000 / - (one thousand) taka.

**Premium Payment Method:** There is facility to take it in annual, half yearly, quarterly or monthly installments.

**Age of the insurance customer:** Anyone who is healthy at the beginning of the insurance for a minimum of 18 years and up to a maximum of 55 years can take this policy. However, the age of the customer will not be more than 60 years on maturity.

#### Eligibility of insurance customer:

- ✓ It is necessary for the insured to be in excellent health.
- ✓ The insurance customer must have his own regular earnings



### **Advantages of the plan:**

- In this plan all the principal premium paid on maturity of the policy is reimbursed and 25% (twenty-five) share of the sum insured is paid as dividend).
- If the policyholder dies while the policy is in force, the principal sum assured is paid to his nominee.
- Surrender Value: If the premium has been paid for at least two years, the customer can apply for the policy any time before the expiration of the policy after two years.
- Income tax rebate: Income tax rebate is available on premiums paid under this insurance.

## **1.9.7 Bengal double Single savings Insurance**

### **Introduction to the plan:**

In this plan, premium money has to be deposited in a single installment at the beginning of the insurance and there is no need to pay any more premium during the term of insurance. That is why Bengal Islamic Life Insurance Limited has come up with an attractive scheme of “Double Paying Single Savings Insurance” for all levels of insurance customers including employees, businessmen, especially those working abroad and housewives.

### **Features, conditions and rules:**

- ✓ **Term of insurance:** 6, 8, 10, 12 and 15 years can be taken.
- ✓ **Insurance amount:** The minimum insurance amount is 20,000 / - (twenty thousand) taka.
- ✓ **Premium Payment Method:** One time.

- ✓ **Age of the insurance customer:** At the beginning of the insurance the minimum age of the customer will be 18 years and the maximum 54 years. The maximum age at maturity shall not be more than 65 years.
- ✓ **Affiliate Insurance:** No affiliate insurance is offered with this plan.

### **Eligibility of insurance customer:**

- ✓ It is necessary for the insured to be in excellent health.
- ✓ The insurance customer must have his own regular earnings

### **Advantages of the plan:**

- If the insured is alive at the end of the term, you will get almost double the sum insured.
- The nominee will receive double the sum insured in case of death of the insurance customer at any time during the term.
- **Surrender value:** After being in operation for at least two years, the insured will be able to surrender the policy at any time before maturity if desired.
- **Loan:** After acquiring the surrender value, the insurance customer can take a loan up to a maximum of 90% of the surrender value.
- **Income tax rebate:** Income tax rebate is available on premiums paid under this insurance.

## 1.9.8 Bengal Islami Deposit

### **Introduction to the plan:**

There is no human hand over unintended deaths and accidents. Moreover, man has no control over future sufferings and calamities in his lifetime. Today's healthy person may not have the good fortune to see tomorrow's beautiful morning. Therefore, in addition to the rehabilitation of suffering and the guarantee of social shelter and sympathy for the elderly in the last life, the most important thing is to ensure financial security in daily life. Its seeds are sown for the future from the earnings of youth. And so there may be an ideal financial plan for you, which saves you money and your family from uncertainty while saving you a reasonable profit. In addition, Bengal Islamic Life Insurance Limited has formulated a "Bengal Islamic Deposit - MSP" scheme to collect monthly premiums from low-income people and encourage them to move towards savings. In the end, it also provides financial guarantee to the nominee of the customer in case of untimely death along with the provision of one-time insurance payment.

### **Features, conditions and rules of the plan:**

- ✓ The term of insurance can be taken for 10 and 12 years.
- ✓ Insurance amount: Minimum insurance amount is 60,000 / - (sixty thousand) and minimum premium is 500 / - (five hundred) rupees.
- ✓ Premium Payment Method: Monthly.
- ✓ Age of the insurance customer: Anyone who is healthy at the beginning of the insurance for a minimum of 18 years and up to a maximum of 50 years can take this policy. However, the age of the customer will not be more than 60 years on maturity.

**Eligibility of insurance customer:**

- ✓ It is necessary for the insured to be in excellent health.
- ✓ The insurance customer must have his own regular earnings

**Advantages of the plan**

- **Receivable on maturity:** If the insured is alive at the end of the term, the money deposited in his Mudaraba fund is paid along with the profit (if any). In case of death of the policyholder while the policy is in progress, the full sum insured will be paid to the nominee in case of natural death of the insured with the money deposited in Mudaraba fund (if any).
- **Accidental insurance:** Under accidental insurance, for the accidental death, an additional benefit equals to the sum insured will be provided, i.e., double the sum insured will be paid as compensation for the accidental death.
- **Permanent Disability and Accidental Insurance:** Permanent disability and accidental co-insurance will usually be provided for death due to bodily injury or mutilation or disability as a result of an accident. This means that the nominee of the insured will be paid the full sum insured for death due to physical injury or mutilation or disability as a result of the accident.
- **Paid up option:** If the insured does not pay regular premium after paying premium for at least (2) two years, the policy will be converted into paid up insurance which will be paid to his nominee in case of death of the insured or to the insured at the end of term (if any).
- **Surrender Price:** If the premium is paid for at least two years, the policyholder can complete the policy any time before the expiration of the policy after two years.
- **Loan:** After acquiring the surrender value, the insurance customer can take a loan up to a maximum of 90% of the surrender value.
- **Income tax rebate:** Income tax rebate is available on premiums paid under this insurance.

## 1.9.9 Bengal Denmohor Insurance

### Introduction to the plan:

Marriage is one of the obligatory acts of Muslims. Allah Ta'ala's command is that men should pay the dowry of their wives at the time of marriage. But nowadays in our society it is seen that in most cases the money of the dowry fixed at the time of marriage remains unpaid. But the married men and the elders will not get rid of the sin until the dowry money is paid to the wife. Bengal Islamic Life Insurance Limited has formulated "Denmohar Bima" to get rid of this sin.

In the Holy Qur'an, the Almighty has declared, "And seal them as you wish" - Al-Qur'an (4425). It is also narrated in the hadith, "Whoever marries or gets married with more or less dowry due to the dilemma of not paying the dowry and then dies without deception, he will meet Allah Ta'ala as an adulterer on the Day of Resurrection" Al-Hadith.

### Features, conditions and rules of the plan:

- ✓ The term of insurance can be taken from 10 to 20 years.
- ✓ Insurance amount: Minimum insurance amount is 1,00,000 / - (one lakh) and monthly / quarterly minimum premium will be 1,000 / - (one thousand) taka.
- ✓ Premium Payment Method: There are benefits to be taken in annual, semi-annual, quarterly or monthly installments.
- ✓ Age of the insurance customer: Anyone who is healthy at the beginning of the insurance for a minimum of 21 years and up to a maximum of 50 years can take this policy. However, the age of the customer will not be more than 60 years on maturity.

### Eligibility of insurance customer:

- ✓ It is necessary for the insured to be in excellent health.
- ✓ The insurance customer must have his own regular earnings

## Advantages of the plan

- At the end of the term of the life of the insured person, the full sum assured will be paid along with the profits earned in Mudaraba system as per Islamic Shariah.
- In case of untimely death of the insured during the period of insurance, the benefit earned till the day of death will be paid to his wife and nominee.
- **Paid up option:** After paying premium for at least (2) two years, if the insured does not pay regular premium, the policy will be paid (paid up). Convert to insurance which is paid to the nominee in case of death of the insured or at the end of term to the insured with the profit earned (if any)
- **Surrender Price:** If the premium is paid for at least two years, the policyholder can surrender the policy any time before the expiration of the policy after two years.
- **Loan:** After obtaining the surrender value, the insurance customer can take a loan up to a maximum of 90% of the surrender value.
- **Income tax rebate:** Income tax rebate is available on premiums paid under this insurance.

## 1.9.10 Bengal Hajj Insurance

### **Introduction to the plan:**

Hajj is one of the five pillars of Islam. For the financially and physically able Muslims, Allah the Almighty has declared Hajj to be obligatory. Bengal Islamic Life Insurance Limited has launched "Hajj Bima" scheme to assist in fulfilling this sacred duty. It will be conducted on the basis of Mudaraba policy in full Shariah compliant Takaful life insurance system. Deposits earned under this policy will be invested in accordance with Islamic Shariah. In this plan you can fix the term of the policy by deciding which year you will perform Hajj. However, it must be between 5 to 20 years.

### **Features, conditions and rules of the plan:**

The term of insurance can be taken for any term from 5 to 20 years.

**Insurance amount:** Minimum insurance amount is 1,00,000 / - (one lakh) and monthly / quarterly minimum premium will be 1,000 / - (one taka).

**Premium Payment Method:** There is facility to take it in annual, half yearly, quarterly or monthly installments.

**Age of the insurance customer:** Anyone who is healthy at the beginning of the insurance for a minimum of 18 years and up to a maximum of 55 years can take this policy. However, the age of the customer on maturity will not be more than 65 years.

### **Eligibility of insurance customer:**

- ✓ It is necessary for the insured to be in excellent health.
- ✓ The insurance customer must have his own regular earnings

### Advantages of the plan:

- In this plan, if the insured is alive till the maturity of the insurance, the full sum assured is paid along with the earned profit.
- If the insured dies within the term, the full sum assured will be paid to the nominee by the customer along with the profit earned till the day of death.
- In case of death of the insured before maturity subject to the commencement of the insurance policy, the entire original sum assured is paid to the nominee with maximum profit.
- **Paid up option:** If the insured does not pay the regular premium after paying premium for at least two years, the policy will be converted into paid up insurance which will be paid to his nominee on death of the insured or to the insured at the end of term (if any).
- **Surrender Price:** If the premium has been paid for at least two years, the policyholder will be able to surrender the policy any time before the expiration of the policy after two years.
- **Loan:** After acquiring the surrender value, the insurance customer can take a loan up to a maximum of 90% of the surrender value.
- **Income tax rebate:** Income tax rebate is available on premiums paid under this insurance.

### 1.9.11 Bengal two-year Insurance

#### Introduction to the plan:

This is an attractive term savings insurance plan. Under this scheme, after the first 4 years of the commencement of insurance, the expected installment of the sum insured is reimbursed to the customer every 2 years. As a result, it is possible to deal with the urgent financial crisis of the customer. This financial benefit received in the form of pre-maturity installments gives the insurer extra financial comfort. So, this is a popular plan. Moreover, in case of sudden death of the insured within the term, the full amount of insurance is paid.



## Features, conditions and rules of the plan:

- The term of insurance is 8, 10, 12, 14, 16 and 18 years.
- **Insurance amount:** Minimum insurance amount is 1,00,000 / - (one lakh) and monthly / quarterly minimum premium will be 1,000 / - (one thousand) taka.
- **Premium Payment Method:** There is facility to take it in annual, half yearly, quarterly or monthly installments.
- **Age of the Insurance Customer:** Anyone who is normal for a minimum of 18 years and a maximum of 55 years at the beginning of the insurance can take this policy. However, the age of the customer will not be more than 65 years on maturity.

## Eligibility of insurance customer:

- ✓ It is necessary for the insured to be in excellent health.
- ✓ The insurance customer must have his own regular earnings.

## Advantages of the plan:

- Insurance amount after 4 years in 10-year term policy 15%, 20% of the sum insured after 6 years, 25% after 6 years and the remaining 40% of the sum insured at the end of the term is paid with profit (if any).
- In case of death of the policyholder before maturity, subject to the commencement of the insurance policy, the entire principal sum assured is paid to the nominee along with the earned profit
- **Paid up option:** If the insured does not pay regular premium after paying premium for at least (2) two years, the policy will be converted into paid up insurance which will be paid to his nominee in case of death of the insured or to the insured at the end of term (if any).
- If the insured dies after receiving one or more of the expected benefits before the maturity of the insurance, the nominee is given the full sum insured with profit (if any) subject to the policy being in force.

- **Surrender Price:** If the premium is paid for at least two years, the policyholder can surrender the policy any time before the expiration of the policy after two years. After acquiring the loan and surrender value, the customer can take 90% loans of surrender value.
- **Income tax rebate:** Income tax rebate is available on premiums paid under this insurance.

### 1.9.12 Bengal Islami Takaful Deposit

Introduction to the plan: Man has no hand in the untimely death and accident of man. Moreover, man has no control over future sufferings and calamities in life. Today's healthy person may not have the good fortune to see tomorrow's beautiful morning. Therefore, in addition to the rehabilitation of suffering and the guarantee of social shelter and sympathy for the elderly in the last life, the most important thing is to ensure financial security in daily life. Its seeds are sown for the future from the earnings of youth. And so there may be an ideal financial plan for you, which saves you money and your family from uncertainty while saving you a reasonable profit. Moreover, Bengal Islamic Life Insurance Limited has formulated the Bengal Islami Takaful Deposit-MSP scheme in line with the conventional banking sector of the country to collect monthly premiums from low-income people and encourage them to save. Through which it consolidates the small savings and provides financial guarantee to the nominee of the customer in case of untimely death along with the provision of one-time insurance payment at the end of a certain period.

#### **Features, conditions and rules of the plan:**

**Term of insurance:** Can be taken for 10, 12 and 15 years.

**Premium:** The amount that can be obtained by dividing the insurance amount by the term will be the premium.

**Insurance Amount:** In this plan minimum insurance amount is 120,000 / - (one lakh twenty thousand) and minimum premium is 1,000 / - (one thousand) rupees.

**Premium Payment Method:** Monthly.

**Age of the insured customer:** Anyone who is healthy for a minimum of 18 years and a maximum of 45 years at the beginning of the insurance can take this policy. However, the age of the customer will not be more than 60 years on maturity.

**Eligibility of insurance customer:**

- ✓ It is necessary for the insured to be in excellent health.
- ✓ The insurance customer must have his own regular earnings.

**Plan benefits:**

- **Receivable on maturity:** If the insured is alive at the end of the term, the money deposited in his Mudaraba fund is paid along with the profit (if any).
- **Eligible in Death:** In case of natural death of the policyholder while the policy is in force, the entire sum insured will be paid to the nominee along with the money (if any) deposited in the Mudaraba Fund.
- **Paid up option:** After paying premium for at least two years, if the insured does not pay regular premium, the policy will be paid (paid up.) Will be converted into insurance which is paid to the nominee on the death of the insured or to the insured at the end of the term with the profit earned (if any).
- **Surrender Price:** If the premium is paid for at least two years, the policyholder can surrender the policy any time before the expiration of the policy after two years.
- **Loan:** After acquiring the surrender value, the insurance customer can take a loan up to a maximum of 90% of the surrender value.
- **Income tax rebate:** Income tax rebate is available on premiums paid under this insurance.

### 1.9.13 Bengal child safety Insurance

#### **Introduction to the plan:**

It is the responsibility of every parent to make the child's future hopeful and beautiful. The biggest requirement for this is financial consistency and sound planning. At present the cost of higher education is increasing day by day. As a result, in a country like ours, the common middle class and lower middle class are struggling to afford higher education for their children. Bengal Islamic Life Insurance Limited has come up with an attractive insurance plan called "Child Protection Insurance" with the goal of building a child's future. This insurance is taken out jointly on the life of the premium giver and the child. Usually, the father of the child is considered as the premium donor. However, if the father of the child is not alive or is considered ineligible for insurance, then the mother of the child can be the premium payer. But in that case the mother of the child must be educated and working. No one other than the parent can be a premium donor.

#### **Features, conditions and rules of the plan:**

**Term of insurance:** The policy can be taken for any term from 10 to 20 years.

**Insurance amount:** Minimum insurance amount is 1,00,000 / - (one lakh) and in case of monthly / quarterly the minimum premium will be 1,000 / - (one thousand) taka.

**Premium Payment Method:** There is a facility to take it in annual, half yearly, quarterly or monthly installments.

**Age of the insured customer:** Anyone who is healthy and normal for a minimum of 21 years and a maximum of 55 years at the beginning of the insurance can take this policy. The age of the premium payer parent will not be more than 55 years at the beginning of the insurance and the maximum age of the customer at the end of the term will not be more than 65 years.

#### **Child age:**

At the beginning of the insurance, the minimum age of the child is 6 months and maximum 15 years. The child will not be more than 25.

**Eligibility of insurance customer:**

- ✓ It is necessary for the insured to be in excellent health.
- ✓ The insurance customer must have his own regular earnings.

**Insurance benefits:**

If the premium payer dies during the period of insurance, no premium will be payable for the remainder of the term of the policy and the child is provided the following benefits.

- (A) As a scholarship till the end of the policy term, the child is given an annual stipend of Rs.
- (B) At the end of the policy term, the sum assured is paid along with the profit earned on the sum insured. 2. If the child dies before maturity, the premium payer is provided financial benefits as per the following schedule.

Policy expires at the time of death of the child	Benefits Received
Not more than 6 (six) months	25% of Sum Assured
More than 6 months but within 12 months	50% of Sum Assured
More than 12 months but within 24 months	75% of Sum Assured
More than 24 months	100% of Sum Assured

3. If the premium payer and the child survive till the maturity of the policy, the full sum assured will be paid along with the earned profit at the end of the term.

4. In case of death of the child during the course of the child's scholarship after the death of the premium payer, the scholarship will be discontinued and the full sum assured along with the profit earned at the end of the term of insurance will be paid to the nominee mentioned in the policy.

5. If both the premium payer and the child agree, the nominee mentioned in the policy will be paid the sum insured along with the earned profit.

### 1.9.14 Bengal Pension Insurance

#### **Introduction to the plan:**

According to the laws of nature, the happy days of childhood and the abundance of life in the youth of the fullness of the work of the people reach old age. At this point we lose the ability to earn. But life does not stop, this time the cost of living increases even more. We see that only government employees have access to old age pension and social security system. But for the billions of people in the country who are employed in the private sector, business, self-employed profession, there is no social security system from the government, there is no social security system from the officials in the private sector. There is no pension system for employers in the private sector. In this condition, in old age, all these people have to live the life of others, which is very painful and painful. In old age the way of regular income of people is closed. Many become dependent on their children. But in leisure life, everyone wants the assurance of spending a carefree, prosperous and peaceful day. But due to lack of money, the dream of a carefree and peaceful day vanishes. In response to this unforeseen crisis and realizing this reality of life, Bengal Islamic Life Insurance Limited has come up with “Pension Insurance” scheme.

#### **Features, conditions and rules of the plan:**

**Term of insurance:** Minimum term 10 years the term of insurance will be the difference between the age of the self-selected pension and the age of the customer at the time of commencement of the policy.

**Annual Pension:** The minimum amount of any pension is Rs. 24,000.

**Insurance risk figure:** Insurance risk figure will be 10 times of annual pension.

**Premium Payment Method:** There is facility to take it in annual, half-yearly, quarterly or monthly installments.

## Age of insurance for customer

- ✓ Anyone who is healthy for a minimum of 20 years and a maximum of 50 years at the beginning of the insurance can take this policy.
- ✓ The self-selected retirement age of the insurance circle will be any age between 55 to 60 years.

## Eligibility of insurance customer:

- ✓ It is necessary for the insured to be in excellent health.
- ✓ The insurance customer must have his own regular earnings.

## Advantages of the plan:

1. If the customer is alive at the end of the insurance period, he will get a lifetime pension. In other words, as long as the insurance customer is alive, he will get pension allowance.
2. If the insured dies within the term of the insurance, i.e., before the commencement of the pension, the nominee (s) will receive ten times the amount of the one-time annual pension.
3. Will be paid as pension allowance for a minimum of ten years. In other words, if the insured dies at any time within 10 years of the commencement of pension allowance, the pension allowance will be paid to his nominee (s) for the remaining 10 years.

**Paid up option:** After paying premium for at least (2) two years, if the insured does not pay regular premium, the policy will be paid (paid up). Convert to insurance which is paid to the nominee in case of death of the insured or at the end of term to the insured with the profit earned (if any)

**Surrender Price:** If the premium is paid for at least two years, the policyholder can surrender the policy any time before the expiration of the policy after two years.

**Loan:** After obtaining the surrender value, the insurance customer can take a loan up to a maximum of 90% of the surrender value.

**Income tax rebate:** Income tax rebate is available on premiums paid under this insurance.

# **CHAPTER 2**

# **INTERNSHIP EXPERIENCE**



## 2.1 Internship Experience:

### 2.1 Duties and Responsibilities:

I was assigned to the Junior officer (Internship) under the HR & Admin department led by Mr. Mohammed Alamgir Kabir, Chief Operating Officer. I worked closely with the team of the HR & Admin department to acquire new customers, follow-up on existing customers, providing increase sells, and how Bengal Islami Life Insurance Limited improve marketing promotional Activity.

I was responsible for handling new customers, approaches customers to buy our products, which gave me extensive insight into the business operations.

I took in a ton about business correspondences and examination. I have fizzled in certain examples.

However, it was a lesson for me, and I took it well and improved on my flaws which eventually led to more success than failure. I learned a lot about patience too when it came to handle different customers and to think about the broader picture, which helped me to make better decisions.

I count myself lucky since I gathered business insights and procedures to handle critical situations. These learnings will definitely help me to lead in the corporate world.

## 2.2 Functions of the Department (My Works)

Now I will discuss the functions of the department where I have worked during my internship:

Functions:

- Research Planning and Development
- Content Writing
- Admin Works
- Making video for company promotional Activity
- Business Letter
- Social Media Development
- Sales
- Data Analysis
- Making Board of Directors List & Bio
- Customer support
- New Customer hunt
- Website design

## 2.3 Sample of Works:

### Script Writing:

৭১ এই নামটা শুনলে ই একটা অহংকার আর গর্বে বুকটা ভরে উঠে। ৭১ এর বীর মুক্তিযোদ্ধারা আমাদের নিরাপদ একটা ভবিষ্যৎ এর জন্য বাংলাকে করেছে স্বাধীন একটি রাষ্ট্র। আজ তাদের সেই দেখানো পথে ই আপনার ও আপনার প্রিয়জন এর ভবিষ্যৎ এর নিরাপত্তার জন্য, আমরা এখনো আপনার আস্থা ও বিশ্বাস এর মর্যাদা অর্জন করে, সম্পূর্ণ ডিজিটাল ও ইসলামী শরীয়া মোতাবেক সুদ মুক্ত বীমা ব্যবস্থায় এখন সম্পূর্ণ নতুন রূপে ও নতুন পরিচয়ে **NRB Global Life Insurance** এখন বেঙ্গল ইসলামী লাইফ ইন্সুরেন্স।

১)



৭১ নামটা শুনলে ই একটা অহংকার আর গর্বে বুকটা ভরে উঠে।

২)



৭১ এর বীর মুক্তিযোদ্ধারা আমাদের নিরাপদ একটা ভবিষ্যৎ এর জন্য বাংলাকে করেছে স্বাধীন একটি রাষ্ট্র।

৩)



আজ তাদের সেই দেখানো পথে ই আপনার ও  
আপনার প্রিয়জন এর ভবিষ্যত এর নিরাপত্তার জন্য

৪)



আমরা এখন ও আপনার আস্থা ও বিশ্বাস এর  
মর্জাদা অর্জন করে এখন সম্পূর্ণ ডিজিটাল ব্যবস্থায়  
ও

৫)



ইসলামী শরীয়া মোতাবেক সুদ মুক্ত বীমা  
ব্যবস্থায় সম্পূর্ণ নতুন রূপে নতুন পরিচয়ে

৬)



NRB Global life insurance এখন বেঙ্গল ইসলামী লাইফ ইন্সুরেন্স

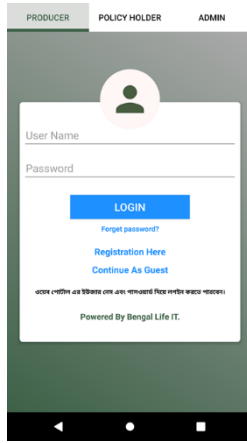
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## Apps Gateway

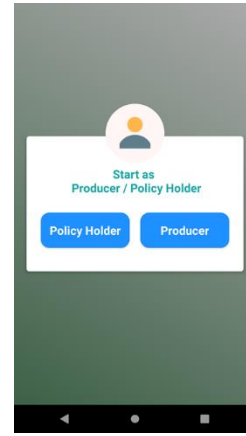


পদ্ধতি - ১ঃ QR Code স্ক্যান করে গুগল প্লে স্টোর থেকে আমাদের এপ্লিকেশনটি ডাউনলোড করুন অথবা গুগল প্লে স্টোরে গিয়ে "Bengal Islami Life Insurance" লিখে খুঁজুন।

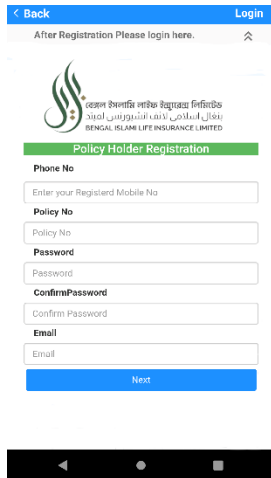
### পদ্ধতি - ২ঃ



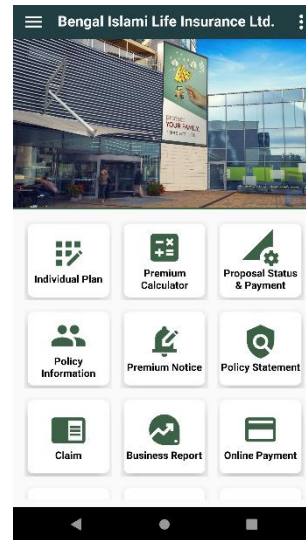
রেজিস্ট্রেশনের করতে "  
Registration Here "ক্লিক করুন।



আপনি যদি পলিসি হোল্ডার  
হন, তাহলে "Policy  
Holder" ক্লিক করুন।



রেজিস্ট্রেশন এর জন্য  
Policy Holder সিলেক্ট  
করলে একটি রেজিস্ট্রেশন  
ফর্ম আসবে। এখানে থেকে  
রেজিস্ট্রেশন করা যাবে নতুন  
Policy Holder হিসাবে।



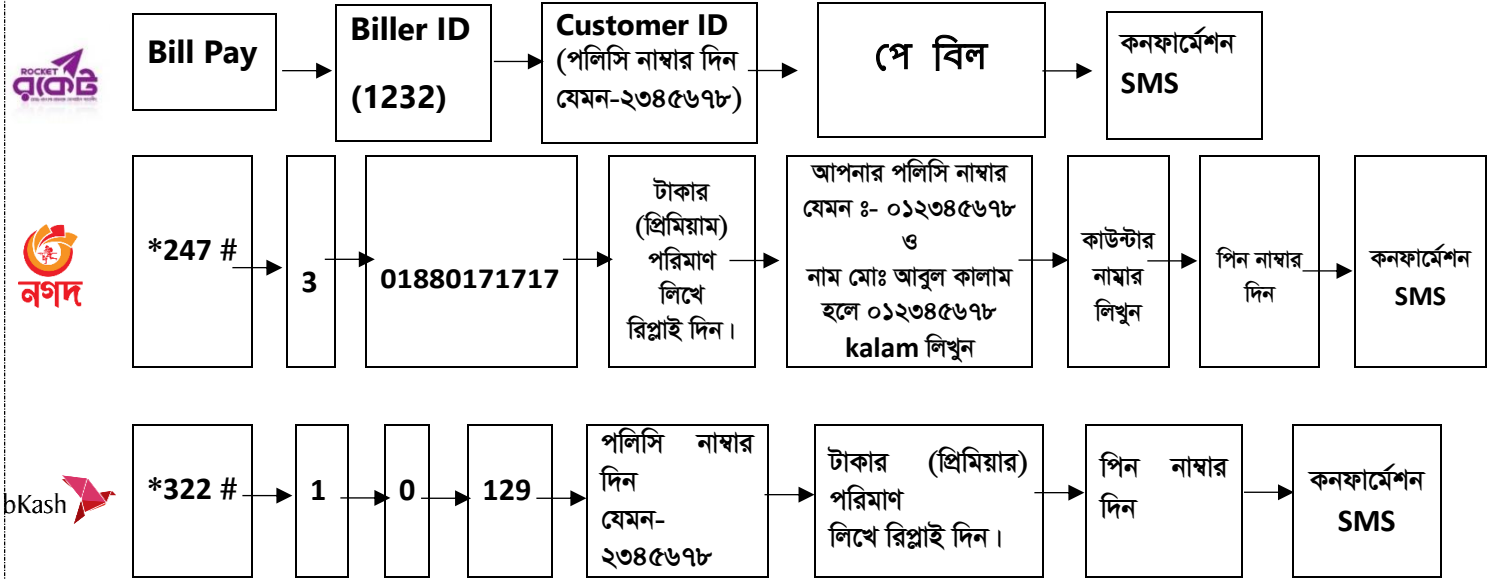
রেজিস্ট্রেশন করার পর  
হোমপেইজ এর কিছু  
Screenshot.

এখান থেকে আপনি  
আপনার প্রয়োজনীয়  
সেবা গ্রহণ করতে  
পারবেন।

পদ্ধতি - ১ঃ ডানপাশের কিউবার কোড স্ক্যান করুন অথবা গুগোল প্লে স্টোর থেকে ডাউনলোড করুন Bengal Islami Life Insurance এপসটি। এরপর রেজিস্ট্রেশন করার মাধ্যমে এপস এর সুবিধা গ্রহন করুন।



পদ্ধতি - ২ঃ আমাদের মোবাইল ব্যাংকিং সার্ভিসে **নগদ**, বিকাশ ও রকেট এর মাধ্যমে সরাসরি নিম্নবর্ণিত ছক অনুযায়ী আপনার প্রিমিয়ামের টাকা জমা দিতে পারেন।



পদ্ধতি - ৩ঃ আমাদের অনলাইন ব্যাংকগুলোঃ কোম্পানী কর্তৃক অনুমোদিত ব্যাংকের মাধ্যমে আপনার প্রিমিয়ামের টাকা জমা করে আপনি নিশ্চিত থাকুন।

ব্যাংক	শাখা	হিসাব নং	ব্যাংক	শাখা	হিসাব নং
পূবালী ব্যাংক লিঃ	প্রিন্সিপাল শাখা	৩৫৫৫-১০২-২৭৩২	ওয়ান ব্যাংক লিঃ	প্রিন্সিপাল শাখা	০২০১-০২০০০৭৪২১
ফার্স্ট সিকিউরিটি ইসলামী ব্যাংক লিঃ	গুলশান শাখা	০১১২-১৩১-০০০০০৫৬০	সাইথইস্ট ব্যাংক লিঃ	কর্পোরেট শাখা	০০৩১-১৩১-০০০০৮৫১
এনআরবি কমার্শিয়াল ব্যাংক লিঃ	প্রিন্সিপাল শাখা	০১০১- ৩৬০০০০০০৩৫	বেঙ্গল কমার্শিয়াল ব্যাংক লিঃ	কর্পোরেট শাখা	১০০১-৩০১-০০০২২৩
এনআরবি কমার্শিয়াল ব্যাংক লিঃ	প্রিন্সিপাল শাখা	০১০১- ৩৩৩০০০০০২০৬	ডাচ বাংলা ব্যাংক লিঃ	বৈদেশিক শাখা	১০৫১-২০০-০০৪৩৩৪

যে কোন মোবাইল নাম্বার থেকে আপনার পলিসির বর্তমান অবস্থার সঠিক তথ্য জানতে পারবেন মোবাইল এসএমএস এর মাধ্যমে আপনার এসএমএস করার জন্য দিনঃ ধাপসমূহ অনুসরণ করুন

পদ্ধতি - ৪ঃ তাছাড়া যে কোন মোবাইল নাম্বার থেকে আপনার পলিসি বর্তমান অবস্থার সঠিক তথ্য জানতে পারবেন মোবাইল এসএমএস এর মাধ্যমে আপনার



আপনার মোবাইলের মেসেজ অপশনে গিয়ে টাইপ করুন

২৬৯৬৯ নম্বরে পাঠিয়ে দিন

দেখতে দেখতে মধ্যমে আপনার পলিসি সক্রিয় করবে অথবা আপনি জানতে পারবেন।

## Customer Letter

সম্মানিত গ্রাহক,

আসসালামু আলাইকুম।

আপনার এবং আপনার প্রিয়জন এর ভবিষ্যৎ এর কথা বিবেচনা করে এন আর বি গ্লোবাল লাইফ ইন্সুরেন্স লিমিটেড কোম্পানিতে বীমা করার মাধ্যমে আমাদের পরিবারে যোগদান করায় আপনাকে জানায় আন্তরিক অভিনন্দন। আপনার প্রয়োজনের সময় পাশে থাকতে আমরা সবসময় বদ্ধ পরিকর। আপনার আস্থা ও বিশ্বাস এর মর্যাদা সমুন্নত রাখতে সেই ২০১৩ সাল থেকে এখনো আপনার পাশে রয়েছি এবং ভবিষ্যতেও থাকবো ইংশাআল্লাহ।

সম্মানিত গ্রাহক, জীবনের এই চলার পথকে আরো সুন্দর ও সহজ করতে আপনার এই প্রতিষ্ঠান এন আর বি গ্লোবাল লাইফ ইন্সুরেন্স লিমিটেড কোম্পানি সম্পূর্ণ ডিজিটাল ও ইসলামী সুদ মুক্ত বীমা ব্যবস্থায় বেঙ্গল ইসলামী লাইফ ইন্সুরেন্স কোম্পানি নামে নতুন পরিচয়ে নবযাত্রা শুরু করেছে।

বেঙ্গল ইসলামী লাইফ ইন্সুরেন্স আপনার জীবনকে করেছে আরো সহজ ও সাচ্ছন্দময়। এখন আপনি ঘরে বসেই খুব সল্প সময়ে নগদ, রকেট, বিকাশ অথবা ব্যংকের মাধ্যমে প্রিমিয়াম জমা দিয়ে আপনার ভবিষ্যতকে করতে পারবেন আরো সুনিশ্চিত ও নিরাপদ।

সম্মানিত গ্রাহক, আপনি বেঙ্গল ইসলামী লাইফ ইন্সুরেন্স পরিবারের একজন সম্মানিত সদস্য হিসাবে যোগ দেওয়ায় আমরা খুবই আনন্দিত। আমরা আন্তরিকভাবে আশা রাখি আপনাকে সাথে নিয়ে অদূর ভবিষ্যতে আমরা একসাথে এগিয়ে যাবো আরো অনেক দূর। আপনার প্রত্যাশা ও সপ্ন পূরণে বেঙ্গল ইসলামী লাইফ ইন্সুরেন্সকে সবসময় পাশে পাবেন আপনার একজন খুব কাছের বন্ধু হিসাবে।

ধন্যবাদান্তে,

আপনার বিশ্বস্ত,

এম.এম. মনিরুল আলম

মুখ্য নির্বাহী কর্মকর্তা

**বেঙ্গল ইসলামী লাইফ ইন্সুরেন্স**

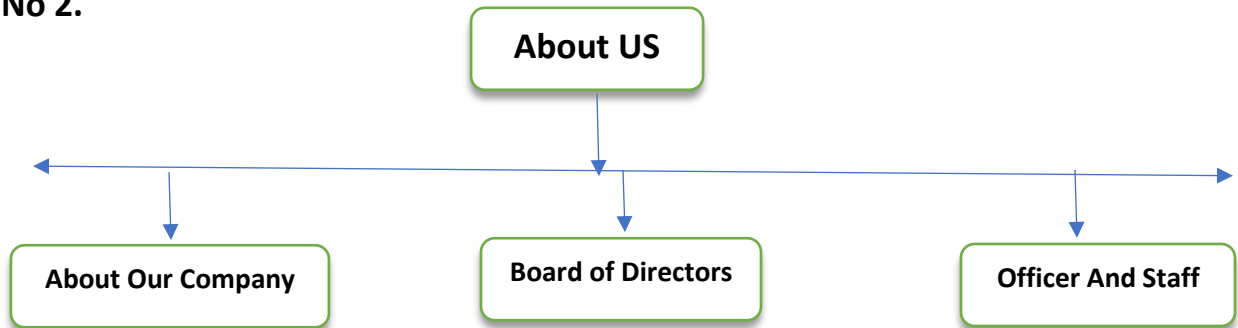
## Website Design Diagram

### Next event

No 1:



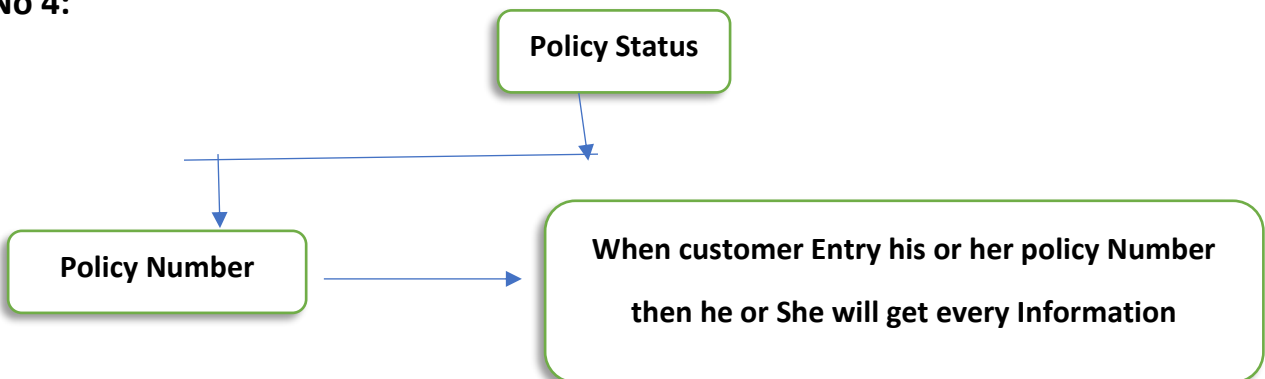
No 2:



No 3:

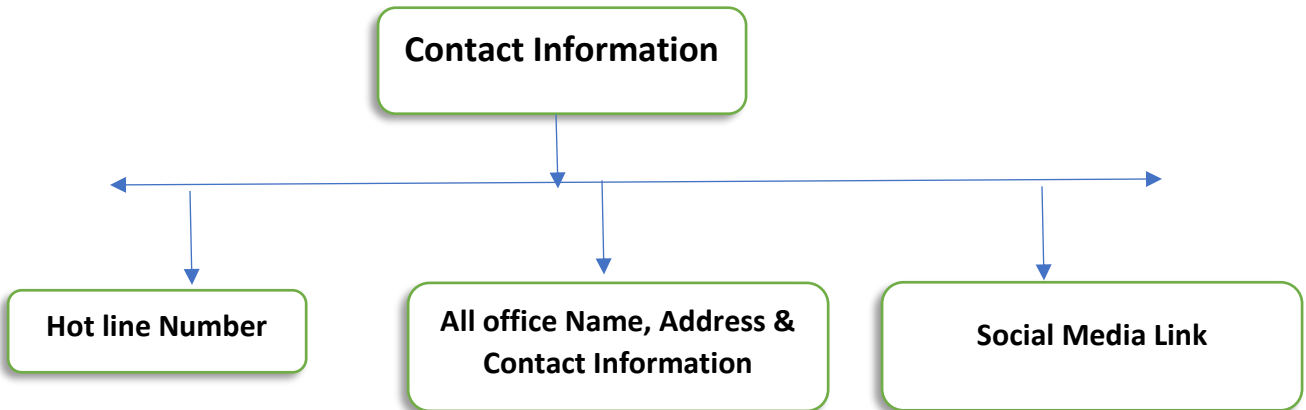


No 4:





No 5.



Bangla/English

Event Calendar, Quick Link, Our office location (Maps),  
Carriers

Search

Next event

(Logo) Bengal Life Insurance Company Limited

Picture Of our Company

Home

About US

Products

Policy Status

Contact  
Information

Product  
Name

Product  
Name

Product  
Name

Product  
Name

Product  
Name

Product  
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Product  
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Product  
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Product  
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Product  
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Product  
Name

Product  
Name

News





Notice Board

Head office Name & Address

## Making Board of Directors List & Bio

### Board of Directors

Name	Company Name & Designation	Powered By
 <p><b>Mr. Md. Jasim Uddin</b></p>	<p><b>Mr. Jashim Uddin is the Chief Patron of Bengal Islami Life Insurance Ltd. He joined Board as Director in 1980 in Bengal Group of Industries. He holds a BS in Business. He holds the position of President at the Bangladesh Plastic Goods Manufacturers &amp; Exporters Association (BPGMEA). He also serves as a Director of Dosh General Insurance Company Ltd., (DGIC) and sponsor shareholder of Meghna Bank Ltd. For his remarkable contribution in the economy, the Government of Bangladesh (GOB) has also awarded him Commercially Important Person (CIP)</b></p>	 <p><b>Bengal Group of Industries</b></p>
 <p><b>Ms. Jesmin Akhter</b></p>	<p><b>Chairman</b> <b>Bengal Islami Life Insurance Ltd</b></p> <p><b>Director</b> <b>Bengal Commercial Bank Ltd</b></p>	 <p><b>BENGAL ISLAMI LIFE INSURANCE LIMITED</b> <i>with life</i></p>

 <p><b>Mr. Mostafa Azad Chowdhury</b></p>	<p><b>Vice Chairman Bengal Islami Life Insurance Ltd</b></p> <p><b>SR Vice president FBCCI</b></p> <p><b>Managing director Motahar Group</b></p>	 <p><b>Motahar Group</b></p>
 <p><b>Mr. Engr. Md. Mohabbat Ullah</b></p>	<p><b>Director Chairman, EC Committee Bengal Islami Life Insurance Ltd</b></p> <p><b>Chairman &amp; MD Nippon Group</b></p>	 <p><b>Nippon Industries (PVT) Ltd.</b></p>



**Mr. Md Amin Helali**

**Director**  
**Chairman, Claims Committee**  
**Bengal Islami Life Insurance Ltd**  
**Vice president**  
**FBCCI**  
**Chairman at**  
[Doshdisha Group](#)



**Hologram Bangladesh LTD**









**Dr. Ahmed Al-Wali**

**Director**  
**Chairman, Audit Committee**  
**Bengal Islami Life Insurance Ltd**  
**President**  
**RTM International**  
**Managing Trustee & Founder**  
**RTM Al-Kabir Technical University**



**RTM International**

 <p><b>Mr. Iqbal Hossain Chowdhury</b></p>	<p><b>Director</b> <b>Bengal Islami Life Insurance Ltd</b></p> <p><b>Managing Director</b> <b>JCX beyond bonding</b></p>	 <p><b>JCX beyond bonding</b></p>
 <p><b>Mr. Khalilur Rahman</b></p>	<p><b>Director</b> <b>Bengal Islami Life Insurance Ltd</b></p>	 <p><b>MPDL Limited</b></p>

 <p><b>Mr. Sarwar Hossain</b></p>	<p><b>Director</b> <b>Bengal Islami Life Insurance Ltd</b></p>	
 <p><b>Mr. Chitanaya- Kumer Dey Chayan</b></p>	<p><b>Director</b> <b>Bengal Islami Life Insurance Ltd</b></p> <p><b>Managing Director</b> <b>Index Accessories Ltd</b></p>	 <p><b>Index Accessories Ltd</b></p>



**Mr. Monir Hossain**

**Director**  
**Bengal Islami Life Insurance Ltd**

**Managing Director**  
**Eco Batteries Limited**



**Eco Batteries Limited**



**Mr. Dr. Joshoda Jibon  
Debnath**

**Director**  
**Bengal Islami Life Insurance Ltd**

**Managing Director**  
**Techno Media**



**Techno Media**



## Social Media Development:

Social media has changed the way we serve as a society, including the way we connect with one another. As platforms like Facebook, Twitter, and Instagram took off, businesses also took notice. They began to use these places to advance their interests through social media marketing. That is because these places are suitable to change consumer gets.

Social media websites allow marketers to employ a broad range of tactics and strategies to promote content and have people engage with it. Numerous social networks allow users to give detailed geographical, demographic, and particular information, which enables marketers to conform their dispatches to what's most likely to reverberate with users.

In the current condition, we know that social media is one of the best communication platforms. When I joined Bengal Islami Life insurance. I realized that They should focus on social media. When I offered them, they gave me permission?

1. Open YouTube Channel
2. Facebook Page Name Changed to Bengal Islami Life Insurance
3. Edit all the data and update the Facebook page
4. Boost the post in an effective way
5. Communicate people who want to communicate by Facebook
6. Reply to the comment
7. Post on social media regularly
8. Find the problem and solve it as quick as possible.

# **CHAPTER 03**

## **FINDINGS RECOMMONDATION & CONCLUSION**

### 3.1 Findings:

Insurance is as old as civilization. It becomes a gift in the shape of mutual help. Insurance is a cooperative tool of distributing losses, falling on a person or his own circle of relatives over a huge quantity of persons, every bearing a nominal expenditure and feeling stable towards heavy loss. Insurance offers the truth of payment at the uncertainty of loss, it offers capital, protection & prevention of loss. It helps Economic progress. Besides, we get greater experience & portions of records about Bengal Islami Life Insurance Company Limited.

#### **Here are some other important findings of this study that should be considered:**

- ✓ It is one of the famed organizations in the country.
- ✓ The overall performance of Bengal Islami Life Insurance Company is getting higher day by day.
- ✓ The financial increase of this organization is very good.
- ✓ Huge capital.
- ✓ Better overall performance.
- ✓ Getting more from regular life insurance than others.
- ✓ Making movement in socio-financial security.
- ✓ Good banker-consumer relationship.
- ✓ Have to provide increasingly more significance on client's satisfaction & value.

#### **Negative Aspects**

- ✓ Sometimes takes a long term to fulfil up claims.
- ✓ on occasion, they did not elaborate many critical matters to the customer.
- ✓ Some agents do not deliver the best overall performance of their running sector.
- ✓ In many instances, they do not inform the whole lot approximately the rules to the customer.
- ✓ Some terms and conditions are tough to apprehend and are now no longer properly executed.

## 3.2 Recommendation

There isn't any social popularity of the insurance sector in Bangladesh, because of a loss of proper management withinside the high-satisfactory of consumer service. So, they need to firmly consider their profitability, growth and marketplace share of a business depending on their high-satisfactory of consumer service. In their consumer service, they need to awareness of the following:

- 1. Relevant government in collaboration with supportive businesses may also offer training to the existing coverage manufacturers like agents, development officials and so on to improve their insurance advertising and marketing talents concerning the introduction of recent business, retention of the present business and popularizing the existence coverage applications to the goal groups.**
- 2. Trained and skilled insurance producers like agents and development officials are conditions of effective insurance product marketing withinside the life sector however they are found lacking.**
- 3. The research and development program has received insufficient attention. Appropriate research, on the other hand, may lead to the achievement of success and fulfilment. Life insurance businesses in Bangladesh should seriously consider investing in customer research, service research, and research into service marketing policies and strategies, among other things.**
- 4. Existing insurance rules appear to be insufficient in order to practice smooth marketing techniques in life insurance products marketing. As a result, significant legal adjustments in existing insurance legislation, notably those relating to the life sector, are considered essential.**
- 5. There should be fewer levels between the branch office and the agents in life insurance businesses, and one field officer between the corporation and the agents should**

replace the superfluous multi-tier organizational structure. This is necessary for decreasing expenses that have beyond the acceptable level. This has also been advised by a special committee on insurance.

6. An aggressive campaign should be launched across the country to raise public awareness of the benefits and opportunities of purchasing insurance.
7. The government should supervise insurance company functions, evaluate their performance, and revoke the licenses of firms that are corrupt. The government must take control of the situation and ensure that the legislation is properly followed.
8. Insurance benefits should not be concentrated solely in metropolitan regions. Companies should expand their operations in rural areas for the sake of integrated and balanced growth.
9. Businesses should establish a training program for policyholders. The insurance academy is used to train officers and insurance professionals, but it has so far ignored policyholder training, causing claim submission to grow complicated and troublesome, resulting in claim payment delays.
10. Policyholders are extremely concerned about claim settlement. Ordinary folks see it as a major constraint as well. As a result, insurance firms should resolve claims as rapidly as possible in order to maintain a positive public image. The claim settlement method can be streamlined for this reason, and insurers can offer policyholders adequate written claim settlement guidelines.
11. Because life insurance is not popular among low-income groups, life insurers should focus on the industrial workforce, which will have greater mobility among rural people in the long run.

### 3.4 Conclusion

The insurance business is only business however it's become professional currently. Knowledge of insurance is the maximum amount essential as a commerce business for society. The privatization of the Insurance business has side additional import for the people. The prospects of insurance within the 1st years of the following millennium decide the direction of insurance management. Safety, security and investment became desires of the present society people, now, demand insurance as compared to the previous perspective of selling insurance to people. they need to become selective and sensible. The insurance industry has got to meet the expectations of people.

Though Bengal Islami life insurance Company has some negative aspects, the customer satisfaction rate is over the other insurance company in Bangladesh. Day by day, they are trying to enhance their scenario. And, the corporate is committed to its customers for providing higher services. Here Bengal Islami life assurance company restricted may improve its promoting strategy for client satisfaction. Overall, we are able to see that Bengal Islami Life Insurance Company restricted is one of every of the progressive Insurance corporations in Bangladesh for its service and its higher performance.

Sample Picture (Designed by me for Website)



## 3.5 Reference(s)

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- Philip Kotler and Garry Armstrong, "Principles of Marketing" 13th edition, *Prentice–Hall* (2010-2011); page 190-222.
- Philip Kotler & Kevin Keller, "Marketing Management", 12th edition, *Prentice– Hall* (2006); page 17-55.

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- [http:// bengalislamilife.com.bd](http://bengalislamilife.com.bd)

### Other Documents

- Bengal Islami Life Insurance Company Limited Annual Report-2017-2020