

FURKAN ALI

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Area Head HR-

Innovative HR professional with 20+ Year of experiences in Strategic HR, Talent Management, HR Operation, Employee Relation and Fostering Positive Work Cultures.

Profile Summary:

- A result oriented professional offering 20+ years of a successful career with diverse roles distinguished by commended performance in:
 - **Business driven HR Professional** - In planning and executing strategic and competency based Human Resource Management in matrix structure with focus on development of human capital, culture, and commitment in the organization.
 - **Comprehensive experience in partnering with business leaders, aligning people strategy, HR Policy, Procedures, and system in synchronization** with the business plan and meeting the long-term and short-term business goal that aligned to company's future plan.
 - **Expertise in developing and driving talent management strategy, creating, and encouraging HR System that attract**, develop, and retain talents, building talent pipelines through succession planning, finding out hi-pot leader, critical resources and grooming them through various IDPs and MDPs.
 - Proven track record in effectively leading HR teams and managing HR operations across multiple locations.
 - **Strong knowledge of HR policies, procedures, and employment laws**, ensuring compliance and mitigating legal risks.
 - **Drive Performance management process** in zone from goal setting, Mid-year review, annual review and maintain bell curve in performance rating.
 - **Learning intervention** design the training program as per the business requirement to increase the productivity.
 - **Social Security Benefits** for employees to ensure and cover all eligible employees and their dependents under social security cover as per corporate guidelines.
 - **Organization Structure, Manpower planning**, played major role for restructuring the manpower structure, function wise and business wise.
 - To plan, organize, coordinate and ensure **recruitment of employees** as per the organization requirement and ensure their right placement through IRS and other recruitment techniques.
 - Responsible and accountable for **Statutory Compliance /Legal/ER** for our zone.
 - Implementing Execution strategy of **integration of acquired Business**.
 - Proficient in **employee connect** by reaching out to people in their market place, understanding the work and expectations
 - Taking **new initiative for improving the life cycle** and motivate the employees as per the business requirement.

Significant Achievements

Aditya Birla Group (UltraTech Cement Limited)

- I had designed & implemented one project in the name of "Uddan" **National Apprenticeships Promotion Scheme** – Optional trade of Sales & Technical for frontline under Apprenticeship Act and target to engage 150 freshers. Through this project we will save approximately 1.46 lakh rupees within 18 months. The main objective of this initiative developed a strong pipeline of frontline and Managerial Talent will create sustainable competitive advantage for the organization and control the attrition at all 4 levels- TSE/TTSM/LASF/LATF.
- Designed in-house Functional training – "Cemtrack" with the help of regional leadership and developed internal trainer and covered all the eligible population.

- Role base learning “Life Power Boosters”– Identified Technical function for role base learning as per the function needs. Designed and implemented and covered all the eligible employees.
- IDP: Individual Development Plan journey is the process for development of employees on Company rolls. We had to apply the same format for identification and development of top talent and making focused investment in their skill development. First batch selected 20 candidates and after complete the journey of 90 days we had assessed the candidate and 50% candidate selected for bigger role.
- Improved off roll employee life cycle with value added services i.e. App based attendance, leave, exit, reimbursement & PMS. I had implemented it in the month of September 2018.
- Played major role for restructuring the RMC business under the project Gold.
- I had designed engagement program for off roll employees in the name of SPARSH. Through SPARSH we had connected with 548 employees and executed in all the 7 regions of North zone to motivate the employees.
- One Vendor for Skilled manpower in RMC – We moved all the skilled manpower of 14 local contractors to Teamlease with benefits in the Organizational context to avoid any long term liability.
- Designed and implemented Zero non-compliance agenda for Concrete Business in the month of October 2018.

Ongoing Project: -

- EPL- East Premier League through this program drive the business, increase the productivity, KYT- Know your talent, Talent Development. Peer learning etc. direct HR intervention in business.
- Talent Tak Show- Provide the platform for talent pool candidate.
- Multiskilling/Capability building – We had identified some role for multiskilling and capability building in RMC & CMD.

Paper presentation at 3rd FICCI HR conference 2018.

Awards: -

- Received Synergy Champion from RMC Business award in Q2- (22-23)
- Received HR Excellence award in HR virtual meet in the month of Feb 2021
- Received Super Performance award in Base Camp in the month of July 18.
- Received HR Excellence award in HR meet at Mumbai in the month of May 2018.
- Received award for best innovative ideas of reward policy to the employees in the month of May 2018.

Job Profile

Aditya Birla Group (UltraTech Cement Limited)

- Develop and implement HR strategies, policies, and initiatives in alignment with company goals and industry best practices.
- East Zone HR operations, Talent Management, PMS, L&D for 24 depot office across 4 region and 6 RMC Plant, serving as a strategic business partner to senior leadership.
- Drive talent acquisition efforts, including workforce planning, recruitment, and selection processes.
- Implement effective onboarding programs to facilitate smooth integration of new hires into the organization.

- Develop and deliver training programs to enhance employee skills, promote leadership development, and improve overall performance.
- Manage employee relations, handling complex employee issues, investigations, and conflict resolution.
- Collaborate with cross-functional teams to design and implement employee engagement initiatives and recognition programs.
- Ensure compliance with labor laws, regulations, and internal policies, proactively mitigating legal risks.
- Analyze HR metrics, generate reports, and provide insights to support data-driven decision-making.

➤ Having good exposure for complying with all the compliances required for setting up of a new RMC Plant and closure of the plant.

➤ Having good exposure of Acquisition, Merger and Brand transition – In 2024 completed the Birla Gold transition, I have played role in JP Acquisition and Binani Cement acquisition.

Previous Experience

Peal Global Limited

- HR Operation
- Supervision of Time office.
- Maintaining personnel records and associated human resource information systems
- Providing advice and information to management on workplace relations policies and procedures, staff performance and disciplinary matters.
- Developing and implementing occupational health and safety programs and equal employment opportunity programs, and ensuring compliance with related statutory requirements as per laws.
- Administration of units.
- Responsible for third party audits.
- Manpower planning
- Separate all the women those was involved in illegal strike.
- Liaisoning with Government authorities

Aero Export

- Worked as Plant Head HR.
- Supervision of Time office.
- HR Operation
- Vendor management
- P&A
- Liaisoning with Government authorities
- Performance Management
- Responsible for third party audits.
- Statutory compliances of Plants.

Destini India Limited

- Responsible for attendance management.
- PF & ESIC Compliances
- Personal file management
- Third party audits
- Salary distribution

- Administration of factory

Previous Experience

- ◆ Working with UltraTech Cement Limited as Area Head – Human Resources East Zone from April 2023 to till date.
- ◆ Worked with M/s **UltraTech Cement Limited** as Manager IR & Compliances for North Zone from February 2018 to March 2023.
- ◆ Worked with M/s **UltraTech Cement Limited** as Regional Manager HR for Punjab & Rajasthan Region from June 2017 to January 2018.
- ◆ Worked with M/s **UltraTech Cement Limited** SCO 304, 3rd Floor, HUDA Complex, Near Vishal Mega Mart, Sector -14, Gurgaon as a Regional Manager HR from October 2015 to June 2017.
- ◆ Worked with M/s **UltraTech Cement Limited –Unit UltraTech Concrete**, 158, Naurangpur Gurgaon – Haryana as a City Head HR From July 2011 to October 2015.
- ◆ Worked with M/s **UltraTech Cement Limited –Unit UltraTech Concrete**, 158, Naurangpur Gurgaon – Haryana as a City HR Cord From July 2008 to June 2011.
- ◆ Worked with M/s **UltraTech Cement Limited –Unit UltraTech Concrete**, 38th Milestone Behrampur Road, Khandsa Chowk Gurgaon – Haryana as a Plant Head HR From September 2007 to June 2008.
- ◆ Worked with M/s **Pearl Global Limited**, 222/138 Phase – I, Udyog Vihar Gurgaon, Having a gross turnover more than 700 crores. Employing about 1000 employees. Manufacturer Garments Items (Shirt T-Shirts etc.) as a Sr. Officer HR. From August 2006 to September 2007.
- ◆ Worked with M/s **Aero Exports**, IMT Manesar Gurgaon, Manufacturer of Stationery Items (Notebook/Spiral Pad/Registers etc.) as an Officer Personnel & Admin. From Dec 2005 to July 2006.
- ◆ Worked with M/s **Destini India Ltd.**, Dhankot, Gurgaon (100% EOU), and Manufacturer of Handicraft Items (Glass/Wooden/Iron) as a Junior Officer-Personnel & Admin. From June 2002. to Nov 2005

Academic Details

- MBA with specialization in Human Resource from JNU – Jaipur.
- L.L.B from H.N.B.G. University, Sri Nagar Garhwal (Uttarakhand).
- Graduate from H.N.B.G. University, Sri Nagar Garhwal (Uttarakhand).
- Diploma in Information Technology.

Training and Certifications

- Attended workshop on THE CODE ON WAGES 2019
- Attended certification program – ROLE (Result Oriented Learning Engineering)- 2019
- Attended training program on MI & AI in July 2019
- Attended training Program – HR Next in 2017
- Attended Skill Building Workshop on Long Term Settlement (LTS) in 2017

Personal Details

Date of Birth: 2nd January 1979
Language Known: English, Hindi and Urdu
Permanent Address: Flat No 501, Tower -8, SKY Garden, Sector -16B, Greater Noida West. Greater Noida UP
Present Address: Flat No 403. Dream Avenue, Patrapada, Bhubneshwar- Odisha.