

Dr. B Sreekumar, MD, Kerala State Industrial Enterprises Ltd – A Profile

Dr. B. Sreekumar, Managing Director of Kerala State Industrial Enterprises Ltd., a public sector undertaking of the Kerala government, is credited with strategizing and executing innovative plans that have led to the operational profit making, doubling of turnover, successful Enterprise Resource Planning (ERP) implementation, and paperless work in several government-owned companies in Kerala.

This is amply evident from the success stories of Kerala Feeds Ltd (KFL), Forest Industries (Travancore) Limited (FIT), Kerala Small Industries Development Corporation (SIDCO), COIRFED, The Metal Industries, and Steel Industry Kerala Limited (SILK). Also, the case study of Dr. Reddy's Laboratories paved the way for successful integration of departments in PSU under Govt. of Kerala through ERP.

He has more than 28 years of experience across diverse fields ranging from industry to consultancy and academia, out of which 18 years as Managing Director/ General Manager of different Public Sector Enterprises in Kerala and 10 years as Asst. Professor at different Management Institutes including TKM Institute of Management.

As the first PhD in e-commerce among South India universities, he guided the initial implementation of digital satellite cinema technology in Kerala.

There are several instances of his leadership accomplishments. Kerala Feeds Ltd. (KFL), a PSU under the Animal Husbandry Department, turned into a profit-making enterprise with a profit of Rs.8 crore during 2017-2021 while the capacity of its cattle feed production rose from 950 MT to 1750 MT per day. Besides introducing film star Jayaram as Brand Ambassador of KFL, he made it the first paperless PSU in the state and successfully implemented ERP there.

The Metal Industries, a public sector company of the Kerala government that had been incurring losses for 15 years, became a profit-making enterprise in 2007-08. Two passenger boats were manufactured within 84 days after 20 years by Steel Industrials Kerala Ltd (SILK), a PSU, during 2007-2008.

Despite being in industry for a considerable period, he has a strong penchant for academic works, and his accomplishments in this field are reflected in a series of research and dissertation works. A significant dissertation was done on the 'Adaptability of Indian Business and Industry to E-commerce'. The study dealt with the attitudes, preparedness and savings made in time and cost factors in different activities of E-commerce with special reference to B2B.

Dr. Sreekumar's current focus is on Information Technology enablement of business through e-commerce.

During his illustrious career, he served as Managing Director, Kerala Feeds Ltd; General Manager, Kerala State Textile Corporation; Managing Director (addln charge), SIDCO; Managing Director, Kerala Coir Marketing Federation (Coirfed); Chairman and Managing Director, Forest Industries (Travancore) Limited; Managing Director, The Metal Industries; Managing Director, Steel Industrials Kerala Ltd; and CEO and Executive Director, Kerala Institute for Entrepreneur Development.

During his stint as Asst. Professor (1999-2006) at TKM Institute of Management, Kollam, he taught Retail Marketing Management, Marketing Management, Sales Management and E-business. He was also a Guest Faculty at Institute of Management in Kerala (IMK), Trivandrum, and different management institutes in South India.

He worked as a consultant to U.F.O (Joint venture of Appollo Tyres and S.S. Music Channel) for the implementation of satellite digital cinema in Kerala. His another consultancy work was for a project for uplifting the people living in the coastal areas of Kerala. It was supported by Asian Development Bank for Govt. of Kerala and organized by Integrated Rural Technology Centre, Palakkad.

To his credit, Dr. Sreekumar has published a number of papers, such as 'Empowering India - The Rurapreneurship Way' in the International Journal of Research Anvikshiki; 'Samrambhakare Ithile' in Vyavsayakeralam, a publication of Govt. of Kerala; Infrastructure for Information Technology', Kanishka Publishers; and Internet - An Electronic Revolution', HRD Times.

Besides, he has also presented papers on topics like 'Marketing through Internet', 'Growth of E-commerce in India- A Few Issues', and 'E- commerce – A New Paradigm'.

He has conducted a number of workshops on Marketing Research and Management topics and developed Retail Marketing Management, Services Marketing and revised Management Information System syllabus for MBA Programme, Kerala University.