



## Simply Fly

*G.R. Gopinath*

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## **Simply Fly** G.R. Gopinath

This tells of the journey of a boy from a remote village, that went from riding a bullock cart to owning an airline. It narrates in gritty detail Captain Gopinath's incredible journey: quitting the Indian Army in the late 1970s with a princely gratuity of Rs. 6500, going back to his farm land inundated by the river, converting of piece of barren land to set up a farm for ecologically sustainable silkworm rearing, and winning a Rolex award for it. From there he went on to launch an airline that would make \$1.1 billion dollars in less than four years.

## **Simply Fly Details**

Date : Published January 21st 2010 by HarperCollins Publishers

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Author : G.R. Gopinath

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Genre : Business, Biography, Nonfiction, Autobiography, Entrepreneurship

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# From Reader Review Simply Fly for online ebook

## Soumitra Bhattacharyya says

This is an excellent narration. Most of the time we find Euphoria about one's success . Rarely do we know the hard work , activities , thought and trail of events that goes through any success. In this Capt. Gopinath has narrated his life story from village boy to founder of Air Deccan in India. I believe the incidents are real life and any one can correlate with the author's narrative.

A great story and the fact that it is not work of fiction makes it fun to read

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## Aditya says

A book to read, highlight, ponder over and then reread and then some more. Capt Gopinath shares his story in great detail. He takes quite a bit of time to get to the Deccan story and even when he gets there, its a fraction of the book. But the path to starting Deccan is described in great detail - the path of becoming an entrepreneur who would start Deccan. Highly recommended.

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## Parag says

Simply Fly is a biography of Captain Gopinath. The book is large and in the middle it becomes little boring. That is because the outcomes of his various ventures become predictable. In throughout length of book he, with brutal honesty, writes what he really did and not what we would like to read. How a person who keeps on trying and experimenting never fail I the longer run, how self-belief is a must else you are deemed to fail, he assures. I would rate this one as 4.5 stars.

The incidents sometimes feel difficult to believe. For example, the incident where the bullock cart does not fail and wheels do not come out even when locking mechanism is missing; when he left everything and lived alone in a farm with zero amenities; etc. But leaving such instances, the book is a good or rather a MUST READ. One who loves adventures would definitely love this book. In one of the adventures, Captain Gopinath goes on a bike tour of country. I liked that idea and added 'Bike Journey from Kanyakumari to Jammu' in my Bucket List. This book is actually an epitome of adventurism.

One important thing is that Captain himself is a avid reader. He has quoted lines from various writers every now and then making book more readable. Also, I had to use dictionary frequently while reading.

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## Jitin Nair says

How did Capt. Gopi make the journey from being in the army to farming to starting Air Deccan? This book offers key insights into the operations of the airline industry as seen by an entrepreneur with a thirst for creation of innovative solutions. Capt. Gopi is a fantastic storyteller but at times he digresses to indulge in a hubristic narrative. Nonetheless, this one is definitely a must read for anyone interested in low cost airlines and/or early days of entrepreneurship in India.

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### **Pramod Rps says**

Encyclopedia for the Entrepreneurs.! Opportunities don't come, we need to build them. Captain Gopinath is the best living example for that.

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### **Manish says**

Very good and inspirational book about the journey of a poor village boy who established the first LCC airline air Deccan and make air travel accessible to the poorest. his journey was really mesmerizing from captain in army, full time farmer farmer, election to helicopter. a bit slow at some pages but it's worth reading.

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### **Senthilprabhu says**

Its a amazing book. Its simply a flying journey by a man born in middle class family, joined army, trekked in USA, started farming, small entrepreneur to founder one of the best low cost airlines in the country. It explains how the government functions, how one faces various problems in this country. When many people think of corruption as a barrier for entrepreneurship, here is a man who broken that myth and proven more than once that, be right then nothing will stop you from achieving the dream. It explains the problem one faces in all walks of life, as a common man, as a family man, as well as a business man. I thoroughly enjoyed reading this book.

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### **Snehal Damke says**

Awesome book for everyone !!

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### **Dinesh Gopal says**

Gopinath Captain is on par with any of the top entrepreneurs of the world and he captures the same with his brilliant writing.

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### **Anoob says**

A good read , it's very inspiring. I felt that towards the end there was a sudden compression of facts & an abrupt end.

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**Kiran Kumar says****This book let you overcome greatest fears in life**

One of the best books i have read, India needs such great entrepreneur who has come from ground level and think like a common man

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**Yellapu Pramodh says**

Captain Gopi had a phenomenal journey from army to farming to aviation. It is a treat to read it.

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**Pooja says**

There is no ageing to your goals and dreams, all it needs is the determination to put forward your fullest potential to achieve that. This book gives the acute to broad detail of the things/situations that the author-gopi had experienced. I am in awe with the poems/lines/stanzas that are taken from different poems/epics to draw parallels. (my fav Robert Frost).

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**Mahesh Lokesh says**

Through this book, Capt. Gopinath chronicles the life of a middle class Indian entrepreneur rising against the many headwinds. The style of writing in this book further places rigor and thought provocation for many budding young entrepreneurs.

I think there seems to be atleast 1 historical inaccuracy, relating to the dating of a Hindu temple near Bangalore. But otherwise a very accessible and quite informative accounts of business development, strategic innovation and inter-personal relationship building that is showcased inside this book.

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**Jayanth says**

Wonderful book which makes you think about how much there is in the world to do! The best part of the book is when he talks about his farm and how he managed to get things done single-handedly inspite of all the odds in his village! Overall, an inspirational book and a must read for every aspiring entrepreneur.

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