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**EMERGING INVESTMENT AVENUES IN INDIA-CONCEPTUAL
FRAMEWORK WITH SPECIAL REFERENCE TO SECONDARY DATA**

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ABSTRACT

This study provides an overview of the current trending investment avenues in India. It highlights some of the popular and promising investment options that have gained traction among investors in recent times. The Indian investment landscape has witnessed significant developments, driven by a combination of economic growth, government initiatives, and emerging trends. Investors are increasingly seeking opportunities beyond traditional avenues to diversify their portfolios and achieve better returns. This abstract explores various investment avenues, including stock market investments, real estate, mutual funds, fixed deposits, Government schemes and sustainable investments, and discusses their key features and potential benefits. It also acknowledges the associated risks and advises investors to conduct thorough research and seek professional advice before making any investment decisions. By staying informed about the current investment trends, individuals can make more informed choices to optimize their investment strategies and achieve their financial goals in the dynamic Indian market.

Keywords: Investment Options, Risks and Returns, Investors, Investment Decision.

Introduction

A study on the financial position of individuals and in India would aim to examine and analyze various aspects of personal finance and the overall financial landscape in the country. It would typically focus on understanding the financial well-being of individuals, their income, expenses, savings, debt, and investment patterns, as well as broader economic indicators and policies that impact personal finance.

Definition and Meaning of Investment

Investment refers to the allocation of money, resources, or capital into assets, securities, or ventures with the expectation of generating profitable returns or achieving specific financial goals over a certain period. It involves deploying funds in order to acquire assets or participate in activities that have the potential to appreciate in value, generate income, or create future opportunities for growth.

Investment is not simply saving or holding cash; it involves taking calculated risks with the aim of generating positive returns. By investing, individuals, businesses, and organizations can grow their wealth, preserve capital, or meet specific financial objectives.

The key elements of investment include:

Allocation of Resources: Investment involves allocating financial resources, such as money or capital, to acquire assets or participate in ventures. These resources are directed towards various investment options, such as stocks, bonds, real estate, mutual funds, or businesses.

Expectation of Returns: The primary objective of investment is to generate returns on the invested capital. These returns can take the form of capital appreciation (an increase in the value of the investment), income (such as dividends or interest payments), or a combination of both.

Risk and Reward: Investment inherently involves taking risks, as the value of investments can fluctuate based on market conditions, economic factors, or specific circumstances. Investors weigh the potential rewards against the associated risks when making investment decisions.

Time Horizon: Investment typically has a long-term perspective, as it aims to create value or achieve financial goals over an extended period. However, investment timeframes can vary based on the investment type and the investor's objectives.

Objectives of the Study

- To Know and study the various investment avenues in India
- To analyze and compare the investors' risk and return on their investment
- To determine the factors for best decision making from various investment alternatives.

Review of Literature

Mahalakshmi Kumar and Rajesh Mankani (2017) research whether working women are aware of various investment options available with special reference to Mumbai city. Primary data was collected through a structured questionnaire and a descriptive cross-sectional design was adopted. Education helps women to become aware of the need to earn, save and invest. It increases their ability to understand various investment avenues, their pros, and cons and helps them to make the right investment decisions to achieve their investment goals. It empowers them to obtain financial independence which in turn can give them empowerment in other areas as well. Education gives women confidence and the ability to understand the importance and need for making decisions regarding investment for attaining their financial goals. This motivates them to collect information about various investment avenues so that they can maximize returns with minimum risk.

Baiq Fitri Arianti (2018) analyzed and measured whether financial literacy, financial behavior, and income influence the investment decision of an individual. Data was collected through questionnaires,

the sample size was 100 and the techniques used are descriptive statistical analysis, data quality test, classical assumption test, multiple linear regression test, F test, t-test and coefficient of determination. Financial literacy doesn't has significant effect on investment decisions but Income has significant effect on investment decisions.

Varun Sagar Singal et al. (2019) in this research they tried to identify the factors affecting investment decisions on mutual funds, the impact of behavioral factors on an investor and what are the factors that stop people from investing. Fundamental factors such as past performance, the experience of the fund manager, risk, return, diversification plays a very vital role in the decision-making process of an investor.

S. Umamaheshwari, M. Ashok Kumar (2014) Awareness, environment level of exposure intensions, beliefs, responsibilities are the factors responsible for deciding investment policies. Behavioural pattern helps in preparing various schemes for investments. Investment temperament of salaried strata based on investment awareness and expected rate of investment return.

Gauri Prabhu N.M. Vechalekar(2013) Mutual funds are the place where investors can invest their funds in the global capital market also. The huge amount of money is collected in Mutual funds and then it is invested in shares, debentures, bonds, and other securities which are available in the capital market. This paper analyzes the knowledge and awareness about the mutual funds between the peoples. The study states that between age 21 to age 40 are more active or interested in more investments. Private sectors employees invest more rather than the Government sectors employees.

Sindhu K. P(2014) The objective of this research paper was to establish the influence of risk perception of individual investors on their investment decisions in mutual funds. The risk perception of investors is an important factor that influences investment. This study based on the review of literature and discussions with experts in the field, identified the factors influence the risk perception of the investor.

Ashly Lynn Joseph and M. Prakash (2014). They have revealed in their paper 'A Study on Preferred Investment avenues Among the People and the Factors Considered for Investment', that to have an insight into different investment avenues available and to understand the preferred investment avenue among the people of Bangalore City. In the present day world, new financial products are available. It has become difficult and confusing to choose the best options due to lack of proper financial knowledge to the common man to decide the factors which are considered for making sound investment decisions. It is further analyzed that investors are not much aware about investment in stock exchange and equity and are more inclined towards traditional investments like bank deposits, insurance, post office savings etc. Awareness programs should be introduced by the government and stock broking firms to make people aware about investment options with their merits n demerits so right decisions are taken for their personal finance.

Avenues that were popular in India:

Equities: Investing in stocks of established companies listed on the Indian stock exchanges, such as the National Stock Exchange (NSE) and Bombay Stock Exchange (BSE), remains a popular investment avenue. Equity investments offer the potential for high returns but also carry higher risks.

Registered Investors in BSE

Registered Investors Summary As on 27 May 2023

State	No_of_Clients	Change Over Prev. Month (%)	Change Over Prev. Quarter (%)	Change Over Prev. Year (%)
ANDAMAN AND NICOBAR	23246	475(2.09%)	1419(6.50%)	5663(32.21%)
ANDHRA PRADESH	5539102	55442(1.01%)	169872(3.16%)	651135(13.32%)
ARMY POST OFFICE	2068	-2(-0.10%)	-3(-0.14%)	-37(-1.76%)
ARUNACHAL PRADESH	38856	1055(2.79%)	3071(8.58%)	11796(43.59%)
ASSAM	2720308	46145(1.73%)	129639(5.00%)	527319(24.05%)
BIHAR	4644384	107455(2.37%)	314560(7.26%)	1270902(37.67%)
CHANDIGARH	327304	4336(1.34%)	11338(3.59%)	44610(15.78%)
CHHATTISGARH	1351520	33838(2.57%)	95595(7.61%)	352634(35.30%)
DADRA AND NAGAR HAVELI	43984	1130(2.64%)	3259(8.00%)	9468(27.43%)
DAMAN AND DIU	29770	410(1.40%)	1289(4.53%)	5702(23.69%)
DELHI	6169189	93228(1.53%)	259220(4.39%)	1039794(20.27%)
GOA	276822	3536(1.29%)	10433(3.92%)	43707(18.75%)
GUJARAT	12981713	131889(1.03%)	396820(3.15%)	1707320(15.14%)
HARYANA	4319073	78195(1.84%)	219115(5.34%)	883501(25.72%)
HIMACHAL PRADESH	685157	16379(2.45%)	43980(6.86%)	165638(31.88%)
JAMMU AND KASHMIR	556953	13437(2.47%)	37650(7.25%)	133241(31.45%)
JHARKHAND	2125087	40116(1.92%)	113380(5.64%)	472847(28.62%)
KARNATAKA	7306567	89848(1.24%)	271748(3.86%)	1194131(19.54%)
KERALA	3078419	35673(1.17%)	109482(3.69%)	498114(19.30%)
LADAKH	359	29(8.79%)	70(24.22%)	192(114.97%)
LAKSHADWEEP	1589	51(3.32%)	131(8.98%)	576(56.86%)
MADHYA PRADESH	6632259	122673(1.88%)	373266(5.96%)	1581157(31.30%)
MAHARASHTRA	26124441	328761(1.27%)	992835(3.95%)	4332426(19.88%)

MANIPUR	123612	1071(0.87%)	5365(4.54%)	23649(23.66%)
MEGHALAYA	61271	1462(2.44%)	3835(6.68%)	14583(31.24%)
MIZORAM	15094	551(3.79%)	1319(9.58%)	4445(41.74%)
N D	622830	4529(0.73%)	-16496(-2.58%)	46877(8.14%)
NAGALAND	42962	1227(2.94%)	3222(8.11%)	11839(38.04%)
ODISHA	2955295	54190(1.87%)	152820(5.45%)	666047(29.09%)
PONDICHERY	118011	1638(1.41%)	4757(4.20%)	19428(19.71%)
PUNJAB	3064548	68627(2.29%)	171170(5.92%)	671029(28.04%)
RAJASTHAN	7630687	131314(1.75%)	380491(5.25%)	1569762(25.90%)
SIKKIM	34005	688(2.07%)	1827(5.68%)	6986(25.86%)
TAMIL NADU	6743300	95708(1.44%)	277832(4.30%)	1150438(20.57%)
TELANGANA	4094178	58165(1.44%)	165239(4.21%)	805500(24.49%)
TRIPURA	153844	4345(2.91%)	11353(7.97%)	40935(36.25%)
UTTAR PRADESH	12792986	292152(2.34%)	850329(7.12%)	3412498(36.38%)
UTTARAKHAND	1179726	25822(2.24%)	71381(6.44%)	276336(30.59%)
WEST BENGAL	7061137	131360(1.90%)	362265(5.41%)	1404879(24.84%)
TOTAL	131671656	2076948(1.60%)	6004878(4.78%)	25057067(23.50%)

Source: Secondary Data

Mutual Funds: Mutual funds pool money from multiple investors to invest in a diversified portfolio of stocks, bonds, or other assets. They are managed by professional fund managers. Mutual funds offer investment opportunities across different asset classes and risk profiles.

BSE Star MF - Market Summary

From: 01/05/2023 to: 26.05.2023

Date	Subscription		Redemption		Total	
	No. of Orders Received	Value	No. of Orders Received	* Value	No. of Orders Received	** Value
26/05/2023	466440	8,175,350,093.00	64755	2,627,770,360.54	531195	10,803,120,453.54
25/05/2023	1472831	9,587,421,799.00	72381	7,417,558,499.67	1545212	17,004,980,298.67
24/05/2023	467620	6,730,526,355.00	73910	3,377,414,792.26	541530	10,107,941,147.26
23/05/2023	419526	7,931,037,828.00	72692	4,401,665,335.80	492218	12,332,703,163.80
22/05/2023	2464501	17,578,515,119.00	142827	5,809,631,660.65	2607328	23,388,146,779.65
19/05/2023	421203	6,978,020,778.00	62364	2,210,587,824.58	483567	9,188,608,602.58
18/05/2023	493011	7,884,661,350.00	63905	3,739,415,926.77	556916	11,624,077,276.77
17/05/2023	499690	8,551,643,815.00	74405	2,997,291,070.11	574095	11,548,934,885.11
16/05/2023	510531	6,260,921,627.00	74716	4,827,776,143.62	585247	11,088,697,770.62

15/05/2023	3052616	20,434,089,085.00	142298	6,407,803,122.83	3194914	26,841,892,207.83
12/05/2023	602154	7,671,738,661.00	78746	2,913,125,144.82	680900	10,584,863,805.82
11/05/2023	626393	8,963,574,845.00	67544	3,075,760,235.91	693937	12,039,335,080.91
10/05/2023	3084920	15,746,687,973.00	85848	5,629,853,400.18	3170768	21,376,541,373.18
09/05/2023	630406	7,343,213,288.00	75818	8,144,705,598.62	706224	15,487,918,886.62
08/05/2023	2182457	17,261,161,072.00	132673	5,383,451,586.74	2315130	22,644,612,658.74
05/05/2023	2120903	8,855,794,652.00	87741	3,390,182,297.26	2208644	12,245,976,949.26
04/05/2023	680665	8,299,146,839.00	67762	4,626,519,740.86	748427	12,925,666,579.86
03/05/2023	782477	8,333,437,760.00	76953	3,615,843,653.31	859430	11,949,281,413.31
02/05/2023	3164780	17,807,725,126.00	201673	7,250,205,157.84	3366453	25,057,93

Source: Secondary Data

Fixed Deposits: Fixed deposits, also known as term deposits, are offered by banks and provide a fixed interest rate for a specific period. They are considered relatively low-risk investments and offer guaranteed returns. However, the returns are typically lower compared to equity investments.

Given below are the latest interest rates offered by top banks for tenures ranging from 7 days to 10 years as of May 2023.

Bank FD Names	For General Citizens (p.a.)	For Senior Citizens (p.a)
RBL Bank FD	3.50% to 7.80%	4.00% to 8.30%
IDFC First Bank FD	3.50% to 7.75%	4.00% to 8.25%
KVB Bank FD	4.00% to 7.50%	5.90% to 8.00%
Canara Bank FD	4.00% to 7.25%	4.00% to 7.75%
Punjab National Bank FD	3.50% to 7.25%	4.00% to 7.75%
Bank of Baroda FD	3.00% to 7.25%	3.50% to 7.75%
Kotak Mahindra Bank FD	2.75% to 7.20%	3.25% to 7.70%
Axis Bank FD	3.50% to 7.10%	3.50% to 7.85%
HDFC Bank FD	3.00% to 7.10%	3.50% to 7.75%
State Bank of India FD	3.00% to 7.10%	3.50% to 7.60%
ICICI Bank FD	3.00% to 7.10%	3.50% to 7.60%
IDBI Bank FD	3.00% to 6.75%	3.50% to 7.25%

Source: Secondary Data

Real Estate: Real estate has been a popular investment avenue in India for a long time. Investing in residential or commercial properties can provide capital appreciation and rental income. However, real estate investments require significant capital and come with associated risks.

Gold: Gold has traditionally been considered a safe-haven investment in India. Investors can buy physical gold in the form of jewelry or coins, invest in gold exchange-traded funds (ETFs), or opt for sovereign gold bonds issued by the government.

Gold Price History 2023

Date	24karat	22karat
08.05.2023	60951	55872
01.05.2023	59848	54861
23.04.023	59864	54875
16.04.2023	60343	55314
08.04.2023	60515	55472
01.04.2023	60523	55479
25.03.2023	59377	54429

Source: Secondary Data

Government Schemes: The Government of India offers various investment schemes such as Public Provident Fund (PPF), National Savings Certificates (NSC), and Sukanya Samriddhi Yojana (SSY) that provide fixed returns and tax benefits. These schemes are considered relatively safe investments.

Exchange-Traded Funds (ETFs): ETFs are investment funds that are traded on stock exchanges, similar to individual stocks. They provide exposure to a diversified portfolio of securities, such as stocks, bonds, or commodities. ETFs offer flexibility, liquidity, and relatively lower costs compared to traditional mutual funds.

Day wise Data: From: 01/05/2023 to: 26.05.23

Date	Total Volume	Turnover (Lacs)	No of Traders
2-May-23	1729091	2865.98	14409
3-May-23	1430820	1427.92	10672
4-May-23	1078009	1548.89	8267
5-May-23	934556	1589.98	10278
8-May-23	1049095	1855.19	9437
9-May-23	1082764	1061.31	9244
10-May-23	962881	1107.18	10119
11-May-23	871782	1504.55	9785
12-May-23	838054	1992.62	7235
15-May-23	1046716	1576.1	10353
16-May-23	598017	1518.65	6487
17-May-23	1061136	1463.95	11910
18-May-23	1058718	1529.48	12404
19-May-23	931764	1405.68	8060
22-May-23	693517	1168.85	7685
23-May-23	1053051	1338.19	10780
24-May-23	711541	854.15	8043

25-May-23	546506	916.11	6138
26-May-23	1130310	2201.73	11226

Source: Secondary Data

Remember, the performance and popularity of investment avenues can change over time, and it's important to assess your risk appetite, financial goals, and investment horizon before making any investment decisions.

Research Methodology

The study is mainly based on secondary sources of information the secondary data collected from various sources such as books, Journal, website, articles.

PROPOSED MODEL FOR DECISION MAKING

Figure-1

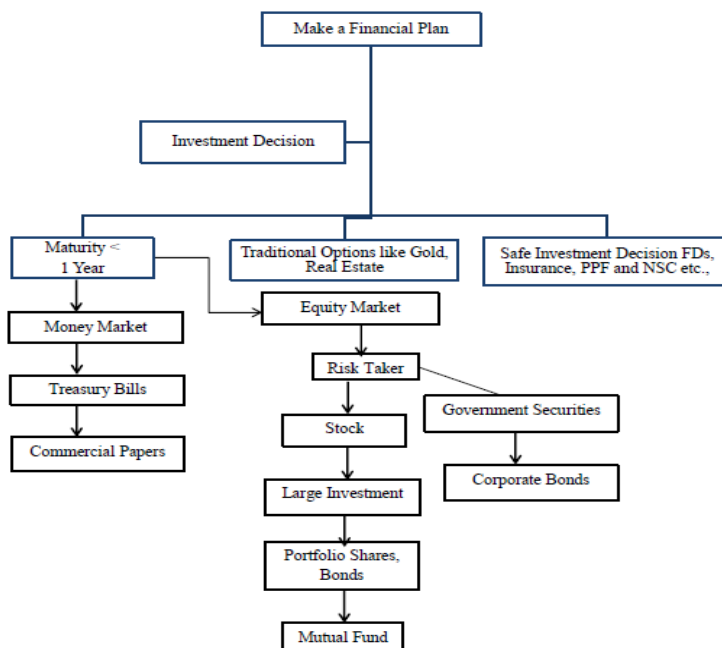
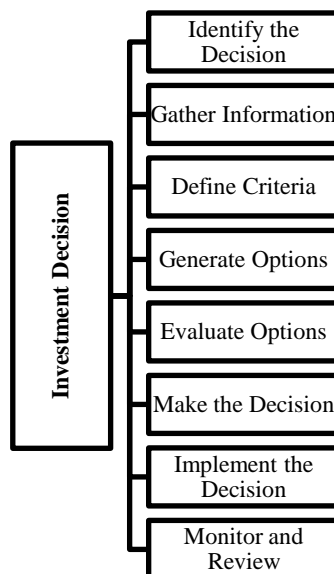


Figure-2



When it comes to decision making, having a structured approach can help individuals and organizations make more informed and effective choices. While there are various decision-making models, **the following is a proposed model that can be used as a guideline:**

Identify the Decision: Clearly define the decision that needs to be made. Identify the problem or opportunity that requires a decision and articulate it in a clear and concise manner.

Gather Information: Collect relevant information and data related to the decision. This may involve conducting research, gathering facts and figures, seeking expert opinions, and considering various perspectives. Ensure that the information collected is accurate, reliable, and up-to-date.

Define Criteria: Determine the criteria or factors that will be used to evaluate the different options. These criteria should be aligned with the goals, objectives, and values of the individual or organization making the decision. Examples of criteria may include cost, feasibility, time frame, potential risks, and potential benefits.

Generate Options: Brainstorm and generate a range of possible options or alternatives. Encourage creative thinking and consider both conventional and innovative solutions. It can be helpful to involve a diverse group of stakeholders to contribute different perspectives and ideas.

Evaluate Options: Assess each option against the defined criteria. Analyze the potential outcomes, risks, benefits, and feasibility of each option. This may involve quantifying the impact of each option, conducting a cost-benefit analysis, or using decision-making tools and techniques, such as SWOT analysis or decision matrices.

Make the Decision: Based on the evaluation of options, make a decision that best aligns with the defined criteria and objectives. Consider the risks, trade-offs, and potential consequences of the decision. It can be helpful to document the decision-making process to facilitate transparency and accountability.

Implement the Decision: Develop an action plan to implement the chosen decision. Define the necessary steps, allocate resources, and set timelines for implementation. Communicate the decision to relevant stakeholders and ensure their buy-in and support.

Monitor and Review: Continuously monitor the implementation of the decision and evaluate its effectiveness. Collect feedback, measure the outcomes, and make adjustments if necessary. Learn from the decision-making process to improve future decision-making capabilities.

It's important to note that decision making is a dynamic process, and the proposed model can be adapted and customized based on the specific context and complexity of the decision. Additionally, involving stakeholders, seeking diverse perspectives, and considering ethical considerations can enhance the quality and acceptance of the decision.

Result and Discussion

Due to lack of financial literacy by the investors, they could not take financial decisions. The use of technology for deriving saving and investment patterns is another factor which is not available in the literature. Corporate investors only invest in high risk securities, but individual investors take low risk securities for their investment.

The findings and insights from such a study can provide valuable information for policymakers, financial institutions, and individuals to better understand the financial landscape, identify challenges, and develop strategies to enhance financial well-being and economic growth.

Conclusion

India offers several trending investment avenues that present opportunities for investors. However, it's important to note that investment decisions should be made after careful consideration

of personal financial goals, risk appetite, and thorough research on various official websites like BSE,NSE, Money Control, Bankbazaar .com, Investing.com and investors may attend the investor's awareness program which will be organized by stock market based on those research the individual investors can go for an investment and savings options available in india.

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