New ideas and innovation have always been the hallmark of progress made by mankind. At every stage of development, there have been two core factors that drive man to ideas and innovation. These are increasing return and reducing risks in all facets of life. The securities market is no different. The endeavor has always been to maximize returns and to minimize risk. A lot of innovation goes into developing financial products centered on these two factors. The different securities market product such as Equity, Derivatives, and IPO’s and Bonds are compared to know the investors preference towards these products whether it satisfies their objectives of high return and low risk. The project title “Investors Preference related to Securities Market” is the attempt to find out which product in securities market is mostly preferred by the investors and the reason for selecting that product, and what advantages it has over other products. The main objective of this study is to find out how profitable it would be for an investor if he invests in Securities market. The research work is descriptive in nature. The primary data is collected from the investors by using questionnaire, and trading details from the Research Company and secondary data is collected from books such as NCFM module on Equity and Derivatives and other security analysis books and magazines. The major findings of the study were Equity is the most preferred product by the investors followed by Derivatives, Bonds and Ipo. Each investor tries to maximize his welfare by choosing the optimum combination. That’s the reason the most preference in given to Equity. But in the case of derivatives is most of the investors are unaware about the derivative products. Recently that happened in case of IPO is 75 companies were about to come but due to economic situations only 25 companies has come out in issuing it. Bonds are debt instrument, is highly risky that’s the reason investors hesitate to invest in Bonds. Few suggestions are, measures must be taken to increase their awareness towards other products. The investors are suggested to invest their money in different avenues under various industries or sectors. More companies should enter into the derivative segment. Investors should see to the market fluctuations before investing in IPO. The SMC Company can also educate the investors about the importance of the other products such as derivatives, IPO and bonds. It is thus seen that investor education involves imparting information on a wide range of topics, which at present a single agency is providing. The investors have to get the best advice from these sub-brokers before investing.

**Keywords:** Investors preference, NCFM module, Equity
INTRODUCTION
An investor is a party that makes an investment into one or more categories of assets—equity, debt securities, real estate, currency, commodity, derivatives such as put and call options, etc.—with the objective of making a profit.

An investor is a party that makes an investment into one or more categories of assets—equity, debt securities, real estate, currency, commodity, derivatives such as put and call options, etc.—with the objective of making a profit. The term “investor protection” defines the entity of efforts and activities to observe, safeguard and enforce the rights and claims of a person in his role as an investor.

This includes advise and legal action. The assumption of a need of protection is based on the experience that financial investors are usually structurally inferior to providers of financial services and products due to lack of professional knowledge, information and/or experience.

A stock trader or a stock investor is an individual or firm who buys and sells stocks in the financial markets. Many stock traders will trade bonds (and possibly other financial assets) as well. Individuals or firms trading equity (stock) on the stock markets as their principal capacity are called stock traders. Stock traders usually try to profit from short-term price volatility with trades lasting anywhere from several seconds to several weeks.

The stock trader is usually a professional. Persons can call themselves full or part-time stock traders/investors while maintaining other professions. When a stock trader/investor has clients, and acts as a money manager or adviser with the intention of adding value to their clients finances, he is also called a financial advisor or manager.

In this case, the financial manager could be an independent professional or a large bank corporation employee. This may include managers dealing with investment funds, hedge funds, mutual funds, and pension funds, or other professionals in equity investment, fund management, and wealth management. Several different types of stock trading exist including day trading, trend following, market making, scalping (trading), momentum trading, trading the news, and arbitrage.

On the other hand, stock investors are firms or individuals who purchase stocks with the intention of holding them for an extended period of time, usually several months to years. They rely primarily on fundamental analysis for their investment decisions and fully recognize stock shares as part-ownership in the company.

Many investors believe in the buy and hold strategy, which as the name suggests, implies that investors will buy stock ownership in a corporation and hold onto those stocks for the very long term, generally measured in years. This strategy was made popular in the equity bull market of the 1980s and 90s where buy-and-hold investors rode out short-term market declines and continued to hold as the market returned to its previous highs and beyond.

NEED OF THE STUDY
The study is undertaken to understand Equity market and to find out the new opportunities to attract the investors towards the Equities according to their risk preferences. Before investing money in financial assets, investors should thoroughly know about the Economy, Industry, and Company. Along with measuring company’s financial performance investors should also need to analyze the stock’s price movements in secondary markets.
OBJECTIVES OF THE STUDY

Investor’s demographics influence choice of investment in Indiabulls Securities.

To study the impact of investors risk preferences in Indiabulls Securities.

To find out the reasons for investing in equities.

To examine the various investment options which are available in the market?

SCOPE OF THE STUDY

The study is conducted to understand the functioning of Equities in India Equity market.

The choice of location for the study is based on the responses given by the investors of who are operating the stock market in twin cities.

This study will helpful in understanding the behavior and risk preferences of investors.

RESEARCH METHODOLOGY

Primary Data

The study conducted by India bulls Securities. Official only subjective evaluation of indication of indication of investors risk preferences among the various investors. The ground for this study is Hyderabad.

Information about the demographics of investors and risk preferences of investment among various investors collected through primary sources using a questionnaire collects the investor’s responses and their investment behaviors.

Secondary Data

Secondary data taken by through net and books.

Sample size: 100 Investors of India bulls securities has been taken time period is 45 days.

Pie charts, Bar charts have been used to show the investor preference.

LIMITATIONS

Primary data that will be the sample size of a 100 investors only.

The time period is only for 45 days to do a project and the study will be done based on the data available within the time period only.

The study is limited to twin cities investors only.

The study is limited to only one stock broking company so we can’t predict whole data for analysis.

This study was only done with the help of investors and other officials.

INDUSTRY PROFILE

Stocks that respond to interest rate moves, coupled with select debt schemes, are likely to be the winners in 2015, with the Reserve Bank of India expected to start easing its monetary policy. Fund managers said economic prospects have improved, but the New Year may be tougher for equity investors to make money as valuations of many stocks are rich after the broad-based rally in 2014. Concern over interest rate hike in the US and weak global crude oil prices may also keep investors on.

India is among the top-performing emerging markets in 2014. So far in 2014, the Sensex has gained 34%. Smaller companies have fared even better, with the BSE Mid Cap index surging 56% and the BSE Small Cap Index jumping 75%. Though the falling crude prices have improved the prospects of the Indian economy, India may not be spared if there is an emerging market sell-off. “On the global front, oil exporting nations could face problems, and there could be a global risk aversion”.

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Market participants consider probable interest rate cuts by the Reserve Bank of India (RBI) as the biggest trigger for the economy and the markets. The extent of monetary policy easing would determine the strength of rally in shares of the so-called interest rate-sensitive sectors such as banks, auto, real estate and bonds.

Fund managers said debt funds could offer good returns in the coming year as a fall in interest rates could lead to an appreciation in bond prices. With wholesale price inflation coming at nil for November, expectations of interest rate cuts as early as in the March quarter are high. “Short-term rates can fall more than long-term rates. We expect consumer inflation to be in the range of 5-5.5%, and expect RBI to cut interest rates by 50 basis points in 2015,” said Dhawal Dalal, executive V-P and head (fixed income), DSP Black Rock Mutual Fund. If interest rates fall by 50 basis points, investors could see a 5% capital appreciation on their long-term gilt fund portfolio.

Measured by BSE Sensex, stock market has generated a positive return of about 9% for investors in 2013, while gold prices fell by about 3% and its poorer cousin silver plummeted close to 24%.

After outperforming stock market for more than a decade, gold has been on back foot for two consecutive years now vis-a-vis equities, shows an analysis of their price movements.

“Gold’s under-performance was mainly due to prices falling in dollar terms amid anticipated tapering over last several months combined with FII investment in Indian stocks.

“This movement has been equally true for global markets as 2013 saw gold losing its shine and markets coming back with a bang,” said Jayant Manglik, President Retail Distribution, Religare Securities.

“As always, gold and stock prices follow opposite trends and this year was no different except that both changed direction,” he said.

Improvement in the world economy has brought the risk appetite back amongst retail investors and this has drenched the liquidity from safe havens such as gold leading to its underperformance, an expert said.

In 2012, the Sensex had gained over 25%, which was nearly double the gain of about 12.95% in gold. The appreciation in silver was at about 12.84 per last year.

According to Hiren Dhakan, Associate Fund Manager, Bonanza Portfolio, “Markets have particularly shown great strength post July-August 2013 when RBI took some strong measures to control the steeply depreciating rupee.”

“When the US Fed gave indications that it might taper its stimulus programme given the economy shows improvement, a knee-jerk correction was seen in most risky assets, including stocks in Indian markets. However, assurance by the Fed about planned and staggered tapering in stimulus once again proved to be a catalyst for the markets.”

“External factors affecting Indian stocks seem to be negative for the first half of 2014 due to continued strength of the US dollar and benign in the second half. By that time, elections too would have taken place. A combination of domestic and international factors point to a bumper closing of Indian markets in 2014 with double-digit percentage growth,” he said.

Stock market segment mid-cap and small-cap indices have fallen by about 10% and 16%, respectively, in 2013.
Foreign Institutional Investors have bought shares worth over Rs. 1.1 lakh crore (nearly USD 20 billion) till December 19. In 2012, they had pumped in Rs 1.28 lakh crore (USD 24.37 bn).

**EVOLUTION**

Indian Stock Markets are one of the oldest in Asia. Its history dates back to nearly 200 years ago. The earliest records of security dealings in India are meager and obscure. The East India Company was the dominant institution in those days and business in its loan securities used to be transacted towards the close of the eighteenth century.

By 1830’s business on corporate stocks and shares in Bank and Cotton presses took place in Bombay. Though the trading list was broader in 1839, there were only half a dozen brokers recognized by banks and merchants during 1840 and 1850.

The 1850’s witnessed a rapid development of commercial enterprise and brokerage business attracted many men into the field and by 1860 the number of brokers increased into 60.

In 1860-61 the American Civil War broke out and cotton supply from United States of Europe was stopped; thus, the ‘Share Mania’ in India begun. The number of brokers increased to about 200 to 250. However, at the end of the American Civil War, in 1865, a disastrous slump began (for example, Bank of Bombay Share which had touched Rs. 2850 could only be sold at Rs. 87).

At the end of the American Civil War, the brokers who thrived out of Civil War in 1874, found a place in a street (now appropriately called as Dalal Street) where they would conveniently assemble and transact business. In 1887, they formally established in Bombay, the “Native Share and Stock Brokers’ Association” (which is alternatively known as “The Stock Exchange”). In 1895, the Stock Exchange acquired a premise in the same street and it was inaugurated in 1899. Thus, the Stock Exchange at Bombay was consolidated.

**OTHER LEADING CITIES IN STOCK MARKET OPERATIONS**

Ahmedabad gained importance next to Bombay with respect to cotton textile industry. After 1880, many mills originated from Ahmadabad and rapidly forged ahead. As new mills were floated, the need for a Stock Exchange at Ahmadabad was realized and in 1894 the brokers formed “The Ahmedabad Share and Stock Brokers’ Association”.

What the cotton textile industry was to Bombay and Ahmedabad, the jute industry was to Calcutta. Also tea and coal industries were the other major industrial groups in Calcutta. After the Share Mania in 1861-65, in the 1870’s there was a sharp boom in jute shares, which was followed by a boom in tea shares in the 1880’s and 1890’s; and a coal boom between 1904 and 1908. On June 1908, some leading brokers formed “The Calcutta Stock Exchange Association”.

In the beginning of the twentieth century, the industrial revolution was on the way in India with the Swadeshi Movement; and with the inauguration of the Tata Iron and Steel Company Limited in 1907, an important stage in industrial advancement under Indian enterprise was reached.

Indian cotton and jute textiles, steel, sugar, paper and flour mills and all companies generally enjoyed phenomenal prosperity, due to the First World War.
In 1920, the then demure city of Madras had the maiden thrill of a stock exchange functioning in its midst, under the name and style of “The Madras Stock Exchange” with 100 members. However, when boom faded, the number of members stood reduced from 100 to 3, by 1923, and so it went out of existence.

In 1935, the stock market activity improved, especially in South India where there was a rapid increase in the number of textile mills and many plantation companies were floated. In 1937, a stock exchange was once again organized in Madras - Madras Stock Exchange Association (Pvt) Limited. (In 1957 the name was changed to Madras Stock Exchange Limited).

Lahore Stock Exchange was formed in 1934 and it had a brief life. It was merged with the Punjab Stock Exchange Limited, which was incorporated in 1936.

**INDIAN STOCK EXCHANGES – AN UMBRELLA GROWTH**

The Second World War broke out in 1939. It gave a sharp boom which was followed by a slump. But, in 1943, the situation changed radically, when India was fully mobilized as a supply base.

On account of the restrictive controls on cotton, bullion, seeds and other commodities, those dealing in them found in the stock market as the only outlet for their activities. They were anxious to join the trade and their number was swelled by numerous others. Many new associations were constituted for the purpose and Stock Exchanges in all parts of the country were floated.

The Uttar Pradesh Stock Exchange Limited (1940), Nagpur Stock Exchange Limited (1940) and Hyderabad Stock Exchange Limited (1944) were incorporated.

In Delhi two stock exchanges – Delhi Stock and Share Brokers’ Association Limited and the Delhi Stocks and Shares Exchange Limited—were floated and later in June 1947, amalgamated into the Delhi Stock Exchnge Association Limited.

**POST-INDEPENDENCE SCENARIO**

Most of the exchanges suffered almost a total eclipse during depression. Lahore Exchange was closed during partition of the country and later migrated to Delhi and merged with Delhi Stock Exchange. Bangalore Stock Exchange Limited was registered in 1957 and recognized in 1963.

Most of the other exchanges languished till 1957 when they applied to the Central Government for recognition under the Securities Contracts (Regulation) Act, 1956. Only Bombay, Calcutta, Madras, Ahmedabad, Delhi, Hyderabad and Indore, the well established exchanges, were recognized under the Act. Some of the members of the other Associations were required to be admitted by the recognized stock exchanges on a concessional basis, but acting on the principle of unitary control, all these pseudo stock exchanges were refused recognition by the Government of India and they there upon ceased to function.

Thus, during early sixties there were eight recognized stock exchanges in India (mentioned above). The number virtually remained unchanged, for nearly two decades. During eighties, however, many stock exchanges were established: Cochin Stock Exchange (1980), Uttar Pradesh Stock Exchange Association Limited (at Kanpur, 1982), and Pune Stock Exchange Limited (1982), Ludhiana Stock Exchange Association Limited (1983), Gauhati

The Table given below portrays the overall growth pattern of Indian stock markets since independence. It is quite evident from the Table that Indian stock markets have not only grown just in number of exchanges, but also in number of listed companies and in capital of listed companies. The remarkable growth after 1985 can be clearly seen from the Table, and this was due to the favoring government policies towards security market industry.

**TRADING PATTERN OF THE INDIAN STOCK MARKET**

Trading in Indian stock exchanges are limited to listed securities of public limited companies. They are broadly divided into two categories, namely, specified securities (forward list) and non-specified securities (cash list). Equity shares of dividend paying, growth-oriented companies with a paid-up capital of at least Rs.50 million and a market capitalization of at least Rs.100 million and having more than 20,000 shareholders are, normally, put in the specified group and the balance in non-specified group.

Two types of transactions can be carried out on the Indian stock exchanges: (a) spot delivery transactions “for delivery and payment within the time or on the date stipulated when entering into the contract which shall not be more than 14 days following the date of the contract”; and (b) forward transactions “delivery and payment can be extended by further period of 14 days each so that the overall period does not exceed 90 days from the date of the contract”. The latter is permitted only in the case of specified shares. The brokers who carry over the outstandings pay carry over charges (cantango or backwardation) which are usually determined by the rates of interest prevailing.

A member broker in an Indian stock exchange can act as an agent, buy and sell securities for his clients on a commission basis and also can act as a trader or dealer as a principal, buy and sell securities on his own account and risk, in contrast with the practice prevailing on New York and London Stock Exchanges, where a member can act as a jobber or a broker only.

The nature of trading on Indian Stock Exchanges are that of age old conventional style of face-to-face trading with bids and offers being made by open outcry. However, there is a great amount of effort to modernize the Indian stock exchanges in the very recent times.

**OVER THE COUNTER EXCHANGE OF INDIA (OTCEI)**

The traditional trading mechanism prevailed in the Indian stock markets gave way to many functional inefficiencies, such as, absence of liquidity, lack of transparency, unduly long settlement periods and benami transactions, which affected the small investors to a great extent. To provide improved
services to investors, the country’s first ringless, scripless, electronic stock exchange – OTCEI - was created in 1992 by country’s premier financial institutions - Unit Trust of India, Industrial Credit and Investment Corporation of India, Industrial Development Bank of India, SBI Capital Markets, Industrial Finance Corporation of India, General Insurance Corporation and its subsidiaries and CanBank Financial Services.

Trading at OTCEI is done over the centres spread across the country. Securities traded on the OTCEI are classified into:

- **Listed Securities** - The shares and debentures of the companies listed on the OTC can be bought or sold at any OTC counter all over the country and they should not be listed anywhere else.

- **Permitted Securities** - Certain shares and debentures listed on other exchanges and units of mutual funds are allowed to be traded.

- **Initiated debentures** - Any equity holding atleast one lakh debentures of a particular scrip can offer them for trading on the OTC.

OTC has a unique feature of trading compared to other traditional exchanges. That is, certificates of listed securities and initiated debentures are not traded at OTC. The original certificate will be safely with the custodian. But, a counter receipt is generated out at the counter which substitutes the share certificate and is used for all transactions.

In the case of permitted securities, the system is similar to a traditional stock exchange. The difference is that the delivery and payment procedure will be completed within 14 days.

Compared to the traditional Exchanges, OTC Exchange network has the following advantages:

OTCEI has widely dispersed trading mechanism across the country which provides greater liquidity and lesser risk of intermediary charges.

Greater transparency and accuracy of prices is obtained due to the screen-based scripless trading.

Since the exact price of the transaction is shown on the computer screen, the investor gets to know the exact price at which s/he is trading.

Faster settlement and transfer process compared to other exchanges.

In the case of an OTC issue (new issue), the allotment procedure is completed in a month and trading commences after a month of the issue closure, whereas it takes a longer period for the same with respect to other exchanges.

Thus, with the superior trading mechanism coupled with information transparency investors are gradually becoming aware of the manifold advantages of the OTCEI.

**NATIONAL STOCK EXCHANGE (NSE)**

With the liberalization of the Indian economy, it was found inevitable to lift the Indian stock market trading system on par with the international standards. On the basis of the recommendations of high powered Pherwani Committee, the National Stock Exchange was incorporated in 1992 by Industrial Development Bank of India, Industrial Credit and Investment Corporation of India, Industrial Finance Corporation of India, all Insurance Corporations, selected commercial banks and others.
Trading at NSE can be classified under two broad categories:

- Wholesale debt market;
- Capital market.

Wholesale debt market operations are similar to money market operations—institutions and corporate bodies enter into high value transactions in financial instruments such as government securities, treasury bills, public sector unit bonds, commercial paper, certificate of deposit, etc.

There are two kinds of players in NSE:
- Trading members;
- Participants.

Recognized members of NSE are called trading members who trade on behalf of themselves and their clients. Participants include trading members and large players like banks who take direct settlement responsibility.

Trading at NSE takes place through a fully automated screen-based trading mechanism which adopts the principle of an order-driven market. Trading members can stay at their offices and execute the trading, since they are linked through a communication network. The prices at which the buyer and seller are willing to transact will appear on the screen. When the prices match the transaction will be completed and a confirmation slip will be printed at the office of the trading member.

NSE has several advantages over the traditional trading exchanges. They are as follows:

- NSE brings an integrated stock market trading network across the nation.
- Investors can trade at the same price from anywhere in the country since inter-market operations are streamlined coupled with the countrywide access to the securities.
- Delays in communication, late payments and the malpractice’s prevailing in the traditional trading mechanism can be done away with greater operational efficiency and informational transparency in the stock market operations, with the support of total computerized network.

Unless stock markets provide professionalized service, small investors and foreign investors will not be interested in capital market operations. And capital market being one of the major source of long-term finance for industrial projects, India cannot afford to damage the capital market path. In this regard NSE gains vital importance in the Indian capital market system.

**PREAMBLE**

Often, in the economic literature we find the terms ‘development’ and ‘growth’ are used interchangeably. However, there is a difference. Economic growth refers to the sustained increase in per capita or total income, while the term economic development implies sustained structural change, including all the complex effects of economic growth. In other words, growth is associated with free enterprise, where as development requires some sort of control and regulation of the forces affecting development. Thus, economic development is a process and growth is a phenomenon.

Economic planning is very critical for a nation, especially a developing country like India to take the country in the path of economic development to attain economic growth.

**WHY ECONOMIC PLANNING FOR INDIA?**

One of the major objective of planning in India is
to increase the rate of economic development, implying that increasing the rate of capital formation by raising the levels of income, saving and investment. However, increasing the rate of capital formation in India is beset with a number of difficulties. People are poverty ridden. Their capacity to save is extremely low due to low levels of income and high propensity to consume. Therefore, the rate of investment is low which leads to capital deficiency and low productivity. Low productivity means low income and the vicious circle continues. Thus, to break this vicious economic circle, planning is inevitable for India.

The market mechanism works imperfectly in developing nations due to the ignorance and unfamiliarity with it. Therefore, to improve and strengthen market mechanism planning is very vital. In India, a large portion of the economy is non-monitized; the product, factors of production, money and capital markets is not organized properly. Thus the prevailing price mechanism fails to bring about adjustments between aggregate demand and supply of goods and services. Thus, to improve the economy, market imperfections has to be removed; available resources has to be mobilized and utilized efficiently; and structural rigidities has to be overcome. These can be attained only through planning.

In India, capital is scarce; and unemployment and disguised unemployment is prevalent. Thus, where capital was being scarce and labour being abundant, providing useful employment opportunities to an increasing labor force is a difficult exercise. Only a centralized planning model can solve this macro problem of India.

Further, in a country like India where agricultural dependence is very high, one cannot ignore this segment in the process of economic development. Therefore, an economic development model has to consider a balanced approach to link both agriculture and industry and lead for a paralleled growth. Not to mention, both agriculture and industry cannot develop without adequate infrastructural facilities which only the state can provide and this is possible only through a well carved out planning strategy. The government’s role in providing infrastructure is unavoidable due to the fact that the role of private sector in infrastructural development of India is very minimal since these infrastructure projects are considered as unprofitable by the private sector.

Further, India is a clear case of income disparity. Thus, it is the duty of the state to reduce the prevailing income inequalities. This is possible only through planning.

**PLANNING HISTORY OF INDIA**

The development of planning in India began prior to the first Five Year Plan of independent India, long before independence even. The idea of central directions of resources to overcome persistent poverty gradually, because one of the main policies advocated by nationalists early in the century. The Congress Party worked out a program for economic advancement during the 1920’s, and 1930’s and by the 1938 they formed a National Planning Committee under the chairmanship of future Prime Minister Nehru. The Committee had little time to do anything but prepare programs and reports before the Second World War which put an end to it.

But it was already more than an academic exercise remote from administration. Provisional
government had been elected in 1938, and the Congress Party leaders held positions of responsibility. After the war, the Interim government of the pre-independence years appointed an Advisory Planning Board. The Board produced a number of somewhat disconnected Plans itself. But, more important in the long run, it recommended the appointment of a Planning Commission.

The Planning Commission did not start work properly until 1950. During the first three years of independent India, the state and economy scarcely had a stable structure at all, while millions of refugees crossed the newly established borders of India and Pakistan, and while ex-princely states (over 500 of them) were being merged into India or Pakistan. The Planning Commission as it now exists, was not set up until the new India had adopted its Constitution in January 1950.

**OBJECTIVES OF INDIAN PLANNING**

The Planning Commission was set up the following Directive principles:

To make an assessment of the material, capital and human resources of the country, including technical personnel, and investigate the possibilities of augmenting such of these resources as are found to be deficient in relation to the nation’s requirement.

To formulate a plan for the most effective and balanced use of the country’s resources.

Having determined the priorities, to define the stages in which the plan should be carried out, and propose the allocation of resources for the completion of each stage.

To indicate the factors which are tending to retard economic development, and determine the conditions which, in view of the current social and political situation, should be established for the successful execution of the Plan.

To determine the nature of the machinery this will be necessary for securing the successful implementation of each stage of Plan in all its aspects.

To appraise from time to time the progress achieved in the execution of each stage of the Plan and recommend the adjustments of policy and measures that such appraisals may show to be necessary.

To make such interim or auxiliary recommendations as appear to it to be appropriate either for facilitating the discharge of the duties assigned to it or on a consideration of the prevailing economic conditions, current policies, measures and development programs; or on an examination of such specific problems as may be referred to it for advice by Central or State Governments.

The long-term general objectives of Indian Planning are as follows:

Increasing National Income.

Reducing inequalities in the distribution of income and wealth.

Elimination of poverty.

Providing additional employment; and

Alleviating bottlenecks in the areas of: agricultural production, manufacturing capacity for producer’s goods and balance of payments.

Economic growth, as the primary objective has
remained in focus in all Five Year Plans. Approximately, economic growth has been targeted at a rate of 5% per annum. High priority to economic growth in Indian Plans looks very much justified in view of long period of stagnation during the British rule.

FINDINGS

The study shows that most of the investor’s lies in moderate risk preferred.

The study shows that investor’s demographics lies in moderate category.

The highest number of investors who operate stock market preferred to invest in Equities because of early profits.

Investors utilizing the company brokers report & financial reports as their data source to invest in Equities.

Investors are investing in booming sectors like IT.

Investors are investing in real-estate business also.

The more number of investors who operate stock market preferred to invest in equity because of more risk and simultaneously returns also there.

SUGGESTIONS

This is strongly recommended that the investor should have a proper guidance of well experienced Broker.

The investor also should have the knowledge of analyzing financial position of company in which he wants to invest.

The SEBI has to provide some tax benefits in order to attract investments in Equities.

The investor also must be get some knowledge for other sources.

CONCLUSION

The study and analysis of the report deals with the different investment decisions made by different people. It explains about the investor preference towards Equities and their risk preferences. It explains the trading mode utilized by the people, preferable investment time, preferable data source and category of investment to invest in different market of the Equities.

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