

## 9. Investment Avenues in the Current Market Scenario

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### **Abstract**

Investing, of course, is not a game, but a serious subject that can have a major impact on their future well-being. Virtually every one invests. It may be in Gold, Shares, Land, Bonds, Government Securities, Fixed Deposits with Banks, etc. Each of these investments has some common characteristics such as the potential risk and return. Investors must determine how much risk they are willing to bear since a higher return is always associated with accepting higher risk. A primary aim of this study is to make investing less difficult by explaining different terms, by elucidating the possible (major) alternatives of investments available to the investors.

**Keywords:** Investment, Investor, Investment Avenues

### **Introduction**

Many investors find investments to be fascinating because they can actively participate in the decision making process and can see results of their choice of investments. Of course, not all investments will be profitable because you will not always make correct investment decision. Over a period of years, however, investors should earn a positive return on their investments.

### **Investment**

The word 'Investment' connotes different meaning to different people. To a layman, it means purchase of shares, bonds or other financial instruments. To an economist it implies purchase of fixed assets. To a business man as well, it refers to buying fixed assets for the business.

The term "investment" can be used to refer to any mechanism used for the purpose of generating future income. Any action in the hope of raising future revenue can also be an investment. Pursuing additional education can be considered an investment, as the goal is to increase knowledge and improve skills in the hope of producing more income.