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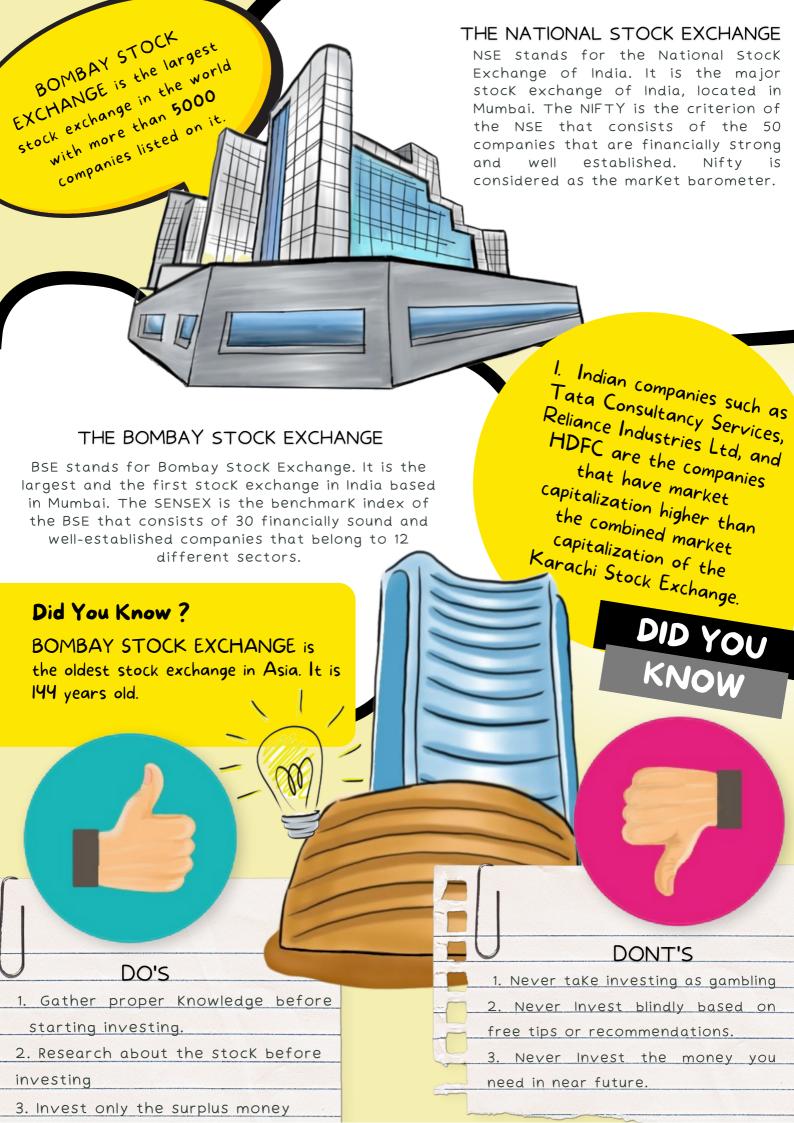
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# THE MARKET IS MORE THAN MERE CHANCES

By Kaushal Purohit (BBA-BFSI 1st Year)

Yesterday I was involved in a typical middle-class drawing-room discussion with my relatives. Since the discussion was about finances, I shared how I have started learning and investing in the stock market. Not to my surprise, I received the same stagnant reply from them. They started telling stories about how they have seen people lose their entire wealth in the stock market. And said-"Investing in the stock market is like gambling at a casino in Las Vegas". Let us try to understand the reason behind this negative perception? True, investing and gambling both are games of risk and choice. But there are some vital differences between the two. Gambling is generally short-lived and we get instant outcomes, while we can stay invested in stock market for lifetime and withdraw our investment if something wrong occurs. Information w.r.t. earnings, balance performance and cash flow are readily circulated by all the companies listed in the market. Hence,

investors can use this information to research about the stock before investing. If the investor doesn't have the time to do his own due diligence, he can invest in products like mutual funds and smallcases (theme-based funds) which are managed by financial experts. Lastly, historical data suggests that the stock market generate hefty returns when invested sensibly, regularly, and for a long term. Hence, even after hearing those stories and misconceptions of my relatives, I am very optimistic that the stock market offers vital investment opportunities to the citizens along with giving boost to the country's economy.





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