

A Study on Impact of Cryptocurrency on Investors and Indian Economy

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Abstract: *This study investigates the profound impact of cryptocurrencies on both individual investors and the Indian economy. Analysing the evolution and unique features of cryptocurrencies, including blockchain technology, the research explores factors influencing investor engagement, encompassing returns, risk considerations, regulatory frameworks, and technological advancements. Utilizing surveys and interviews, the study assesses investor sentiments and motivations, providing insights into the dynamics of cryptocurrency adoption in India. Beyond individual investors, the research scrutinizes broader economic implications, evaluating effects on traditional financial institutions, government policies, and regulatory landscapes. Furthermore, it examines cryptocurrency's role in financial inclusion, considering potential benefits for the unbanked and underbanked populations. The study delves into challenges, such as market volatility, security concerns, and regulatory uncertainties, offering insights into risk management and investor protection. Additionally, it assesses macroeconomic impacts, including effects on monetary policy, inflation, and capital flows, providing a nuanced understanding of how cryptocurrencies influence the Indian economy. By addressing these multifaceted aspects, the study aims to inform policymakers, financial institutions, and investors about the evolving landscape of digital assets, facilitating a comprehensive understanding of the challenges and opportunities presented by cryptocurrencies*

Keywords: Cryptocurrency, Blockchain, Investor Sentiments, Financial Inclusion, Regulatory Landscape, Risk Management, Indian Economy