

# A Study on the Awareness of Stock Market and Instruments Among the General Public

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**Abstract:** - *The financial market in India is divided into two sectors; (i) Money Market and (ii) Capital market. The money market is a market for short-term instruments, whose period of maturity is less than one year. The capital market deals with medium- and long-term instruments. It facilitates the trading of such instruments. It includes shares, debentures, bonds, etc. The securities market consists of both the primary market and the stock market. The primary market deals with the arrangements made for raising new funds by corporates. Companies raise funds in the primary market through IPOs, private placement, rights issue, offer through prospectus, etc. the secondary market provides a forum for trading existing shares and debentures. A study on awareness of the stock market and instruments among the public” is an attempt at gaining a better understanding about the instruments being traded in the stock exchange, the investors in the stock exchange, the awareness of the general public about the stock exchange and also to understand the diversity of instruments in the Indian stock market. From the study, it was found that the majority of the respondents are aware of stock markets and instruments but some of them are not ready to invest in these instruments due to fear of losing money and lack of proper knowledge about safe investment avenues. Through proper awareness programs and by providing tax exemptions we can attract more people to the stock market*

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