

## Share Market: It's Impact on Youth in Indian Economy

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### Abstract

A developing country like India will be able to generate a source of income by complete awareness of the Share Market. As Investors are believed to be the rib of financial movement in the Share Market. One can be financially competitive only after complete education in volatility in the Share Market from experts. More and more youths are shifting toward the quick, efficient, and hassle-free trading system. Online trading has become a great platform for the young generation to the creation of money for meeting the domestic expenses and others.

A sincere investor with a high amount of skills and patience even can create long-term capital Gains. Though, online trading is the most secure platform for making money, which just requires thorough knowledge of Financial Structure. By maintaining a diversified portfolio in various segments whether in Equity or Commodity. The volatility rate in the Share Market whether on the NSE or BSE platform attracts the youth generation as a point of opportunity. This paper is a brief analysis regarding the attraction of youth in the Share Market in terms of Price Earnings Ratio (PE), Dividend Earning, and increase in the number of the shareholder as volatility in Sensex since Financial Year2018-2021.

**KEYWORDS:** Share Market, National Stock Exchange, Bombay Stock Exchange, Sensex, Capital Structure, Volatility, Digital Platform.

### INTRODUCTION

As a step toward Digital transactions, the Share Market has been considered an important place in financing the transaction in the corporate sector. Share Market helps in mobilizing funds from investment banks to investing companies. It's a Digital Platform where the sale and purchase of shares of different companies listed in BSE or NSE are taken place.

The transaction of shares in the Share Market is basically done by the youngster in comparison to old age. Children around the age of 7 or 8 started trading in Equities with excess disposable income of their father/mother or brother. With this financial support from their seniors, they are trying to create a source of income by making a decent profit from the risky and volatile nature of shares. In the month of November 03, 2021, it is seen that there was an increasing number of youngsters directly investing their surplus in Equities. Since the pandemic COVID 19, it is found that brokerage companies like Upstox, Angelone, and Zerodha's customer base keep on increasing. The brokerage companies found that around 70% of the new customer under the age of 30 years are opening their Demate Account for the purpose of investment and SIP in Mutual Fund. On 16 April 2020, TATA CAPITAL launches a MoneyFy application for investment purposes for regular investors with Rs. 100 as a new SIP for health insurance.

The customer base of BSE doubled to around 80 million between the financial year 2020 and 2021. Around 81% of the survey, youths are investing their surplus in the Share Market via mutual funds. In the indices of BSE, it is seen that in India the number of shareholders in public holding in 2018 was 109 almost 46.11% whereas in 2019 the holding pattern increases to 226 approx 48.57%. The rise in Sensex in the financial year 2018-19 hit a market the point of 38989.65 high in the week. The increasing trends in the Sensex attracting more and more shareholders towards investment. The rising number of the shareholder in order for a subscription of shares of various companies from public groups keeps on increasing and it reaches 700 almost 50.39% during the high period of Sensex in Financial Year 2019-2020 was 42273.87. In Financial Year 2020-21 Sensex again hit a high in the market to the point of 52516.76 with the number of shares holding around 1660 almost 54.54% from the public group. At the end of the Financial Year 2021-22, it was reported that Sensex reaches the highest level of 62245.43 points till now.

Indices: S&P BSE Sensex it is found that after studying the Earning of the shareholder keeps on rising from the financial year 2018-19 to 2021-22. In the financial year 2019-20, it is recorded that the Price Earnings Ratio (PER) of the shareholder was 26.44% and 28.10% was in the financial year 2020-21. A further 2% jump was noted in the financial year 2021-22 to 30.28% around.

### **Review of Literature**

**Rajkumar(2013)** has done his research on the topic "Relationship Between Share Market and Foreign Exchange Market in India" where it has focused that the stock market will perform better when securities prices enable the investor true and fair fluctuation of the listed companies. By true and full disclosure of the company's status regarding P.E Ratio, DPS, Yield Ratio, B/S, and P/L then only the investor can remain for long term source of capital for the company.

**Raju, Trinley Paldon(2019)** has done his research on the topic " A Research on the Stock Market Volatility of BSE and NSE in Indian Economy" in this study Stock Market has been investment where NSE and BSE is an electronic medium of exchange where one can buy anyone place via-mobile phone can excess information about the volatility in the share at one

click. The stock market is a standard and one of the best-settled platforms for investment in Digital Transaction.

**SBI Report(2021)** has led to declining in savings amidst the low-interest rate regime by individuals towards the Stock Market. the interest of the investor keeps on rising trend by around 142 lakh in the financial year 2021.

**Debakshi Bora and Daisy Basistha(2020)** in this study it is investigated that during the COVID-19 Pandemic the prices of the oil industry, metals industry, and chemical industry in the Share Market are all in a bear market(declining). During the Bear market whoever invested in the Share Market has made a double or triple times the invested value.

**Nachiket Kelkar (2021)** in this study it is examined that younger investors are taking more interest than forefathers used to. Younger is more vulnerable to bearing risk for more return as compared to an old citizen.

**Nupur Acharya and Ishika Mookerjee(2021)** under this study the investor around the age of 30 are investing in the country's RED-HOT-STOCK market. The young student who is carrying their profession in education executing dozen of a transaction at high-speed via-mobile phone/tablet/pc etc.

### **Objectives of the Study**

1. To think about the source of income with education from the platform of Share Market.
2. Making the public aware of Equity investment and helps in future liquidity creation.
3. To create ownership by subscription of Equity in the share market listed in the BSE or NSE
4. To become an expert in Share Market thorough knowledge of financial leverages.
5. Building investment and promote savings.

### **Research Methodology**

The study has been conducted on the share market, Bombay Stock Market, and National Stock Exchange through secondary data. The data which has been mentioned here are from RBI journal, NSE report, BSE report, Economic Times, and The Week.

### **Conclusion**

Share Market helps in decreasing the fear of volatility by spreading the ground level of knowledge. Share Market is the secondary source of income creation only after having a complete and standard knowledge base. One only can go with Share Market who's having debt-free cash for long-term basis investment.

One can fail in the Share Market when investing borrowed amounts with a high rate of interest from the bank/institution or private lenders. The share market is a volatility platform where no one can ascertain the future movement of a point in Sensex or Nifty. The investor who lacks patience with his money in the Share Market for investment can incur heavy losses.

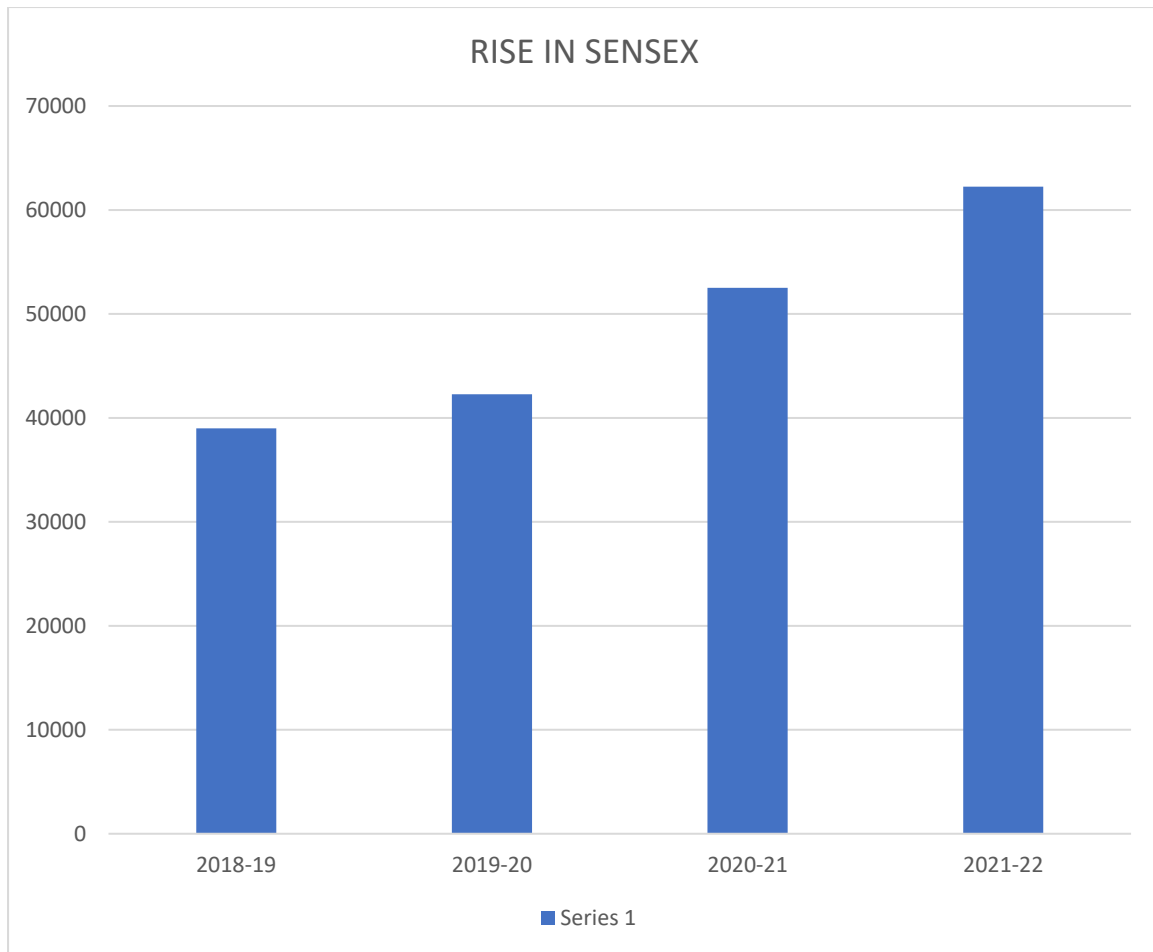
Table 1



Source:BSE

Indices: S&P BSE SENSEX

Table 2



Source: BSE

Indices: S&P BSE SENSEX

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