

## AMBIVALENT RELATIONSHIP OF GOLD WITH INDIA

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### ABSTRACT

India has ambivalent relationship with glittering metal Gold. Gold since ages is part of social economic culture of Indian. For Indians, Gold is asset as they buy it for adornment and Investment. For government gold is liability because it contributes a significant amount of current account deficit. . This paper studies the gold frenzy nature of Indians which is increasing gap of balance of trade in India. Secondary data from published reports and published papers are used in this paper. First unit of this paper studies the Gold consumption and imports in India. Second unit tries to find out reason for investment in gold by Indians. Emotional investment in Gold seems to be very high as demand for gold is increasing year on year.

**KEYWORDS:** Gold Import, Gold Investment, Balance of Trade