

**A STUDY ON DECADEAL ANALYSIS OF GOLD
AND SILVER PRICES IN INDIA FROM
1974 - 2014**

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ABSTRACT

Many people think that Indians are gold crazy. Though this statement cannot be completely denied the truth is that Gold always had a special significance in all ages. One may recall that Gold was one of the three gifts given by the three wise men on the birth of Jesus according to the Holy Bible. There is also mention of the golden calf for idol worship and a statement that Abraham was rich in gold. The importance of gold can be understood in the saying "All glitters are not gold".

KEYWORDS: Gold Price, Silver Price, Volatility, Decadal analysis, Commodity market, investment