

Dr. Rajendra Rathod: Taking Ayurveda to the Heart of Marathwada

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For nearly **19 years**, **Dr. Rajendra Rathod** has been practicing Ayurveda with dedication and conviction, emerging as a respected name in **Latur and the wider Marathwada region**. His journey is not just that of a physician, but of a reformer who chose to take Ayurveda to regions where it was once unfamiliar, challenging perceptions and building trust through service.

Strong Academic Foundation in Ayurveda

Dr. Rathod completed his **Ayurvedic education at Sumatibai Shah Ayurved College, Pune**, followed by advanced specialization in **Panchakarma** and a **Postgraduate Diploma in Yoga Ayurveda**. Like every medical professional, his post-education phase involved the critical challenges of establishing a practice and earning patient trust.

Choosing the Road Less Taken: Nilanga Over Metro Cities

While most Ayurvedic consultants prefer metro cities like Pune or Mumbai, Dr. Rathod—guided by spiritual faith and his parents' blessings—chose **Nilanga taluka in Latur district** as the foundation of his practice.

Nearly two decades ago, Ayurveda had little presence in the region. Only a few financially capable families were aware of Ayurvedic treatment and often traveled to major cities for care. Establishing a clinic in such an environment was a bold and unconventional decision.

Laying the Foundation of Ayurvedic Practice

In **2007**, Dr. Rathod finalized a modest clinic space in Nilanga with a clear vision:

- To practice **classical, evidence-based Ayurveda**
- To make Ayurveda accessible to **all sections of society**
- To actively promote and spread Ayurvedic science

Despite cautionary advice from well-wishers—who questioned whether rural patients would follow dietary regulations, therapies, or afford Ayurvedic medicines—Dr. Rathod remained firm in his resolve.

Building Trust Through Service and Affordability

Starting from **two small rented rooms**, Dr. Rathod established a clinic with a consultation cabin, Panchakarma unit, and medicine section. Due to travel limitations, he stayed locally and immersed himself fully in community healthcare.

He organized **medical camps**, offered **Panchakarma therapies at minimal costs**, and provided **patient-specific dietary guidance**. Many advanced pain management procedures such as **Agnikarma, Viddhakarma, Snehan–Swedan, leech therapy, cupping, and moxibustion** were initially provided **free of charge**.

While financial returns were limited, the satisfaction of seeing patients embrace Ayurveda became the true reward.

Strength in Partnership: A Family United in Ayurveda

As the family grew, Dr. Rathod's wife—equally devoted to Ayurveda—joined the practice. Her expertise in **Panchakarma and women's health** strengthened the clinic's offerings.

Specialized treatments such as **Uttar Basti, Yoni Dhavan, Yoni Dhupan, and Pichu therapy** became integral services, delivering effective results in gynecological disorders.

Growing Acceptance and Expanding Patient Base

Over time, the clinic's patient profile evolved significantly. From chronic and treatment-resistant cases, the practice began attracting patients seeking **exclusive Ayurvedic treatment**.

Conditions treated expanded to include:

- Gynecological disorders and infertility
- Digestive diseases
- Neurological conditions like **stroke and paralysis**
- Cancer supportive care
- Vata disorders

Patients from **all social and economic backgrounds** began visiting the clinic, marking a major shift in public perception.

Spreading Ayurveda Beyond Nilanga

As acceptance grew, Dr. Rathod and his team began organizing camps across nearby regions including **Umerga, Sastur, Makani, Killari**, and other towns. These efforts not only spread awareness but also strengthened the regional footprint of Ayurveda.

Expansion to Latur, Mumbai, and Pune

After five to six years, the family relocated to **Latur city**, where Dr. Rathod established a well-equipped clinic in his own premises. The response was overwhelmingly positive.

With improved connectivity, **visiting OPDs were launched in Thane and Dadar (Mumbai)**, followed later by **Pune**.

Given his wife's Mumbai roots and the growing recognition of their work, the practice steadily expanded in urban centers as well.

Uninterrupted Service During the COVID-19 Pandemic

During the COVID-19 crisis, when the world came to a standstill, Dr. Rathod continued serving patients through **telephonic consultations**. Many patients were treated **free of charge**, with medicines, herbal decoctions, and immunity boosters provided selflessly.

Multiple **free counseling initiatives** were conducted to reduce fear and anxiety—recognizing that mental reassurance was as important as medication during the pandemic.

From a Sapling to a Tree: Looking Ahead

The impact of this selfless service led to remarkable professional growth. What began as a small initiative gradually transformed into a flourishing practice.

Today, Dr. Rathod actively serves patients in **Latur, Nilanga, Thane, and Pune**, and has also been providing Ayurvedic services for nearly **20 years at Vishwavati Trust Hospital, Kolhapur**.

With a vision to establish a **fully equipped Ayurvedic hospital**, Dr. Rathod continues to work tirelessly, seeking divine blessings to further expand holistic healthcare.

A Lifelong Commitment to Ayurveda

Through unwavering dedication, Dr. Rajendra Rathod continues to contribute his humble share toward spreading Ayurveda far and wide—keeping India’s ancient medical science alive and accessible for generations to come.

Selected for Maharashtra’s Prestigious Awards

Recognizing his dedication and achievements, he has been selected for the prestigious “**Maharashtra Business Icon 2025 / Maharashtra Style Icon 2025 / Maharashtra Fashion Icon 2025**” awards.

This honour is being presented by **Reseal.in and India Fashion Icon Magazine**, celebrating Maharashtra’s emerging entrepreneurs and artists.

The selection marks a proud moment not only for him, but also for the entire region.

Presence of Renowned Film Personalities

The grand award ceremony will be graced by celebrated film personalities:

- **Ms. Varsha Usgaonkar (Bollywood Actress)**
- **Ms. Sonalee Kulkarni (Indian Actress)**
- **Ms. Prarthana Behere (Indian Actress)**

Event Hosted Under Expert Leadership

The event is organized under the leadership of **Mr. Sudhir Kumar Pathade**, Founder & CEO of Reseal.in (Sure Me Multipurpose Pvt. Ltd.), who continues to provide a national platform for Maharashtra’s rising entrepreneurs, designers, and creative talents.

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