

अन्नदृष्टि Pitch Runbook

20 MINUTES + 10 Q&A · FCI RO / DFPD ROOM

The ask: a 12-week paid pilot with one Regional Office — proposed RO Lucknow, because the UP registry is already in the build.

BEFORE THE ROOM

- Open all three demo tabs and let each **finish rendering** before anyone walks in. First paint decodes embedded geometry — the only slow moment in the demo.
- Turn wifi off, then run it once end to end. If it works with the network dead, nothing can go wrong live.
- Projector washing out? v6 → सचिवालय light theme, and hand out the light deck.
- Pen drive with five HTML files + light deck. Assume the room's machine, not yours.
- Pick your named depot now: Ludhiana overflowing in late April is the set piece.

THE 20-MINUTE SPINE

0:00 – 2:00 · NO SCREEN

The problem, in their words

700+ LMT in the central pool at peak. 2,000+ depots. 80 crore NFSA beneficiaries. The network breathes in two violent waves — RMS wheat April to June, KMS rice October to January — and PDS offtake drains it every single day.

The data already exists. DOS, data.gov.in, NFSA, Annavitran. What does not exist is one picture that puts space, stock and time together for the officer on duty. So overflow gets discovered after the rakes are queued, and a stockout after the district has already run dry.

Don't say "digital twin" yet. Earn it.

2:00 – 7:00 · V6 COMMAND TWIN

The game board — one feeling: this is our network, and it is alive

1. Open on the national view. Say nothing for five seconds — let everyone find their own state.
2. Play the year. Run the wheat wave April → June. Point at the columns turning red.

Amber is normal. Red is above 90 percent. Cyan is depleting. Nobody trained you on that legend — you already read it.

3. Pause on the late-April overflow.

Nothing told the model to do this. Real procurement calendar, real capacities, and this falls out.

4. Tap the रेल tab — everything else drops away. *One tap isolates a layer. You can see what a rake is carrying from its wagons.*
5. Drill state → districts → depot registry.

Geometry is real. The UP depot registry is transcribed from the FCI board itself. The daily operational series in this build is synthetic and seasonally shaped — and I'll show you exactly which layer is which in a moment.

Volunteer the real/synthetic split before anyone asks. That's what makes the rest credible.

The decision, not the picture — the twin is the hook, the queue is the product

1. **Rake Optimizer.** Show the controls: 280 weekly rake quota, 28-day horizon, 21-day buffer, P90 confidence.
2. Turn the constraints on one at a time — protect rain-exposed CAP stock, enforce the 12-day destination floor, freeze movements inside 48 hours.

These are your rules. The optimizer is not allowed to be clever about them.

3. **Run rolling-horizon plan.** Let the queue populate.
4. Walk the top recommendation end to end: priority lane, need, rake, ETA P50/P90, reason composition.

Every row carries its own evidence — utilisation, coverage days, serving depot. Nothing arrives as "the system says so."

5. Press **Why**, read the reason composition aloud, then **Approve**.
6. The beat that matters: take another row and **Override**. Show it landing in the audit trail.

The engine detects and suggests. The officer decides and logs. Override is a first-class action, not an escape hatch — and it's recorded, so next quarter you can see where the model was wrong.

7. **District Allocation** → pick a destination state → run.

Rakes granted to a state are broken into district lots at the entry railhead. Pass one lifts every district under 7 days. Pass two brings everyone to the buffer floor. Pass three spreads the residue pro-rata to daily offtake.

8. If the room is engaged — **Scenario Laboratory**: early heavy monsoon + 20% rake shortage, 500 paths.

P50 is the plan you execute. P90 is the plan you survive.

What is real, what is not — don't demo this, read the table

Boundaries: Survey of India, LGD. Depot registry: fci.gov.in annexures, DOS, Sansad Q&A. Daily stock: synthetic today, data.gov.in FCI datasets as the drop-in. Offtake: DFPD bulletin, NFSA, Annavitran, iMPDS. Movement: stylised corridors today, FOIS by partnership.

Every row in the shipped database is provenance-tagged — per-row confidence, per-layer source. When a number is a guess, the system says so.

This is the slide a technical evaluator remembers. Spend the full three minutes. Never cut it.

Path to production

Registry truth (4 wks) → live time axis (4 wks) → PDS coverage (6 wks) → movement (ongoing).

On-prem or NIC-cloud. Single-file web client. No external dependency at runtime. Nothing in this demonstration needed the internet, including right now.

The ask, then stop talking

A 12-week paid pilot with one Regional Office. We propose RO Lucknow, because the UP registry is already in the build.

Scope: live registry, the daily stock feed, duty-mode rollout to the AGM and D.O. desks. Success measured on two numbers — decision latency, and overflow-days.

We need three things: DOS read credentials or daily extracts, one nodal officer, and the RO wall-board data as ground truth.

अन्न का हिसाब, आँख के सामने। The grain ledger, made visible.

QUESTIONS YOU WILL GET

Q Is this real data?

Geometry and the UP depot registry are real. Daily stock, offtake and movement in this build are synthetic and seasonally shaped, and every layer is tagged as such.

Phase 2 of the pilot replaces the synthetic time axis with the data.gov.in daily feed. The simulation engine then becomes the forecast layer on top of actuals — not a substitute for them.

Q How do we know the optimizer is right?

In this demonstrator it's a lexicographic, capacity-constrained heuristic over risk-adjusted hierarchical forecasts, running in the browser. That is honest about what it is.

Production replaces it with an auditable MILP / min-cost-flow service plus CP-SAT railhead scheduling, so every plan can be re-derived and defended after the fact.

Q Where does the boundary data come from?

Rendered in JavaScript from polygon geometry embedded in the file — no boundary-service dependency at runtime. The external boundary follows the official Government of India depiction, including J&K, Ladakh and Arunachal Pradesh.

For release: pin an approved service version, or host the authorised Survey of India ABDB extract inside FCI infrastructure.

Q Will our officers actually use it?

It's built around a Regional Office day, not around software: सुबह की समीक्षा, रैक प्रेषण, खरीद निगरानी, PDS उठान. Selecting a duty mode reconfigures camera, layers and feed.

Status sentences and verdicts in Hindi, identifiers and data in English — the split officers already use.

Q Who are you?

PsyTech — India-registered, India-hosted. Deepstar runs the ingestion and monitoring automation. JOES is our defence decision-support line, and ANNADRISHTI reuses its doctrine: sensor fusion, shared picture, human-authorized action. PDS is the civilian proof.

UP board twin to national 4D game board, built by a founder-led AI-native team in days.

Q What does it cost, and how do we buy it?

Paid 12-week pilot, then RO → Zone → national DFPD dashboard. iDEX and GeM procurement routes are mapped.

IF THINGS GO WRONG

v6 is sluggish on their machine

Switch to **v5**, or **v4** for the plain national view.

Projector washes out the dark theme

v6 → सचिवालय light theme; hand out the light deck PDF.

Your machine isn't allowed in the room

Pen drive: five HTML files + light deck. All self-contained.

You get 10 minutes, not 20

Game board down to 90 seconds — wheat wave plus one overflow. Keep the decision queue whole, keep slide 06, keep the ask.

Room is UP-only from minute one

Lead with **v3**, then jump straight to the rake queue.

Someone challenges the synthetic data hard

Don't defend it. Agree, go to slide 06, turn it into pilot scope — that's exactly what phases 1 and 2 buy you.