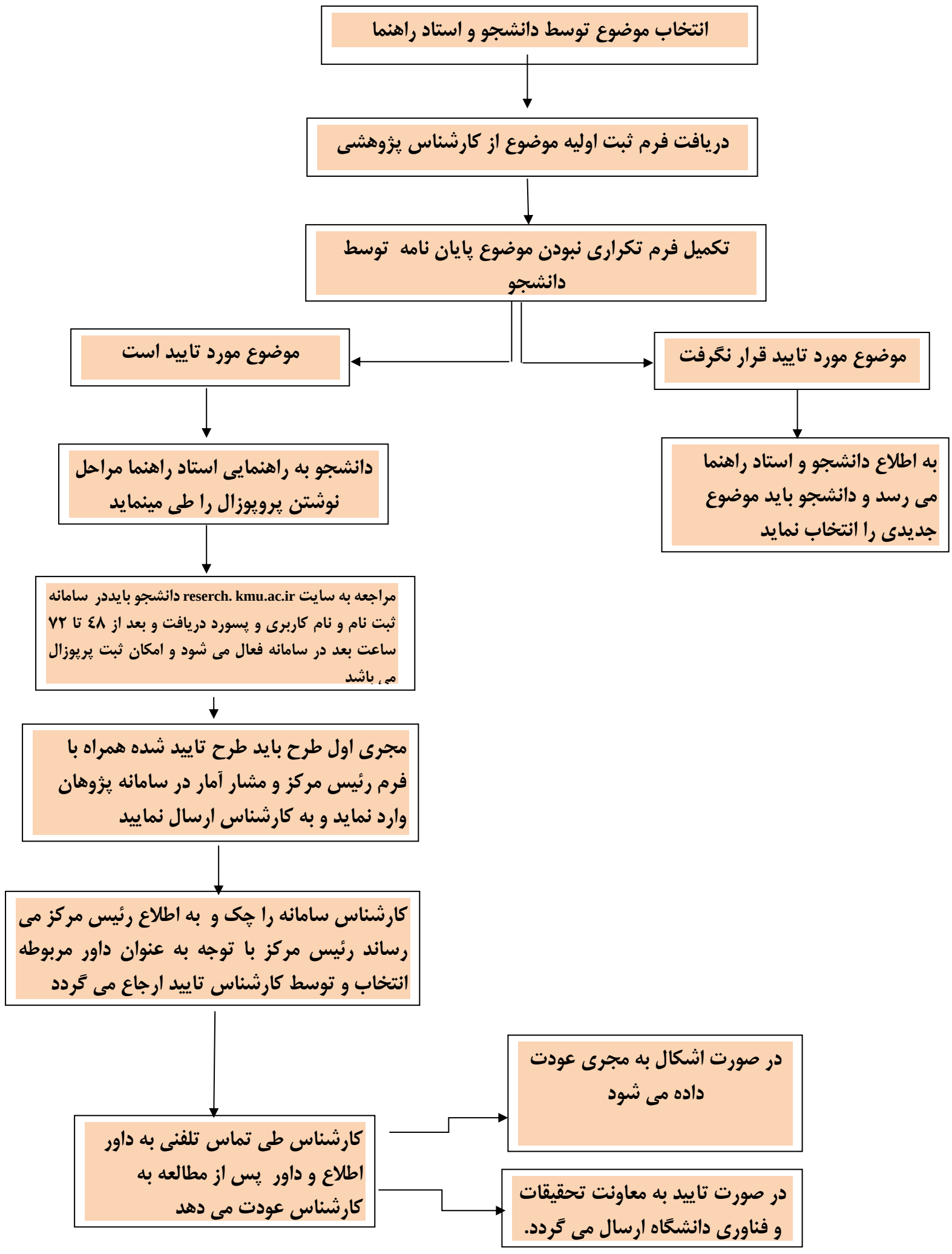فرآیند انجام طرح