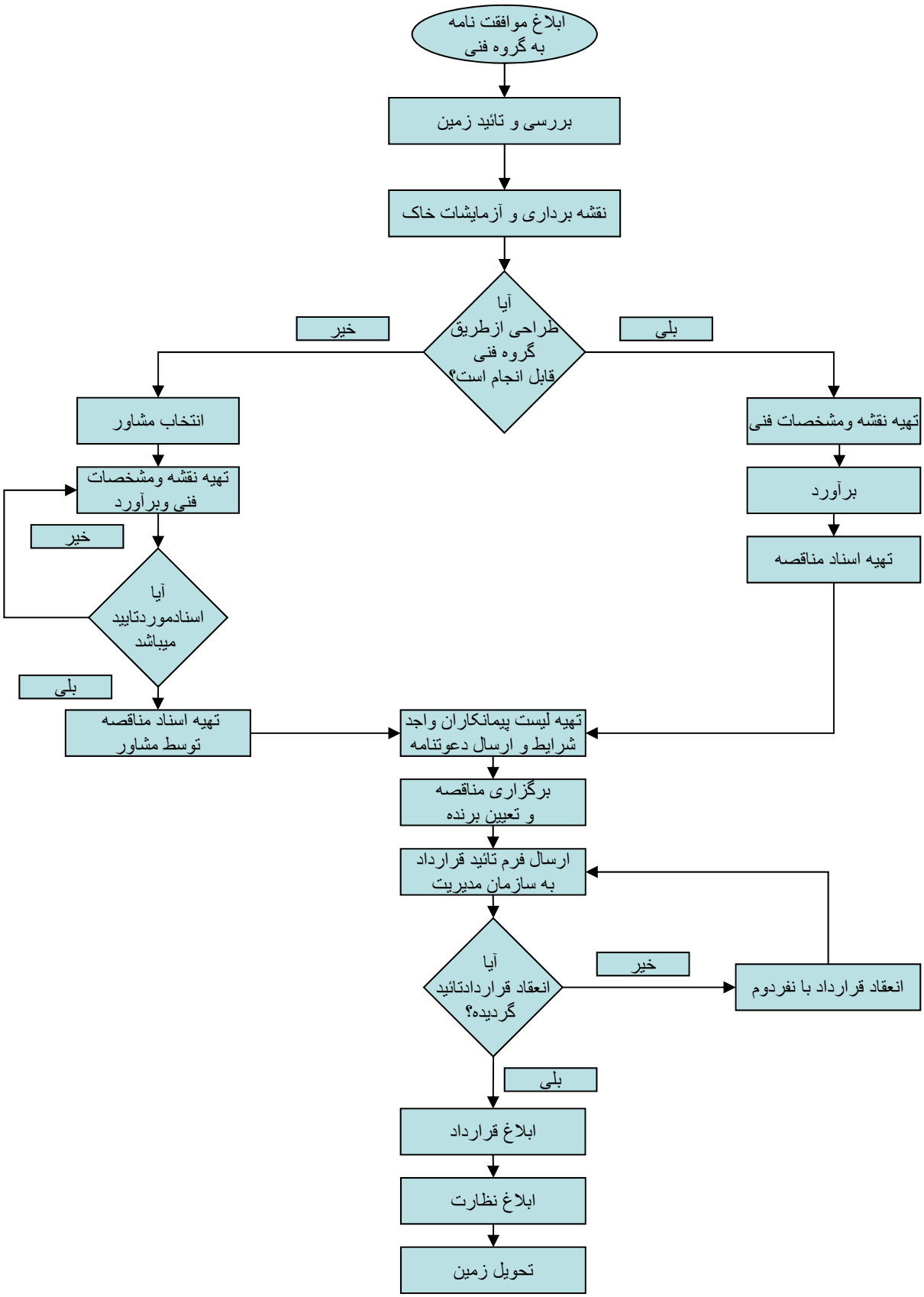فرآیند احداث پروژه