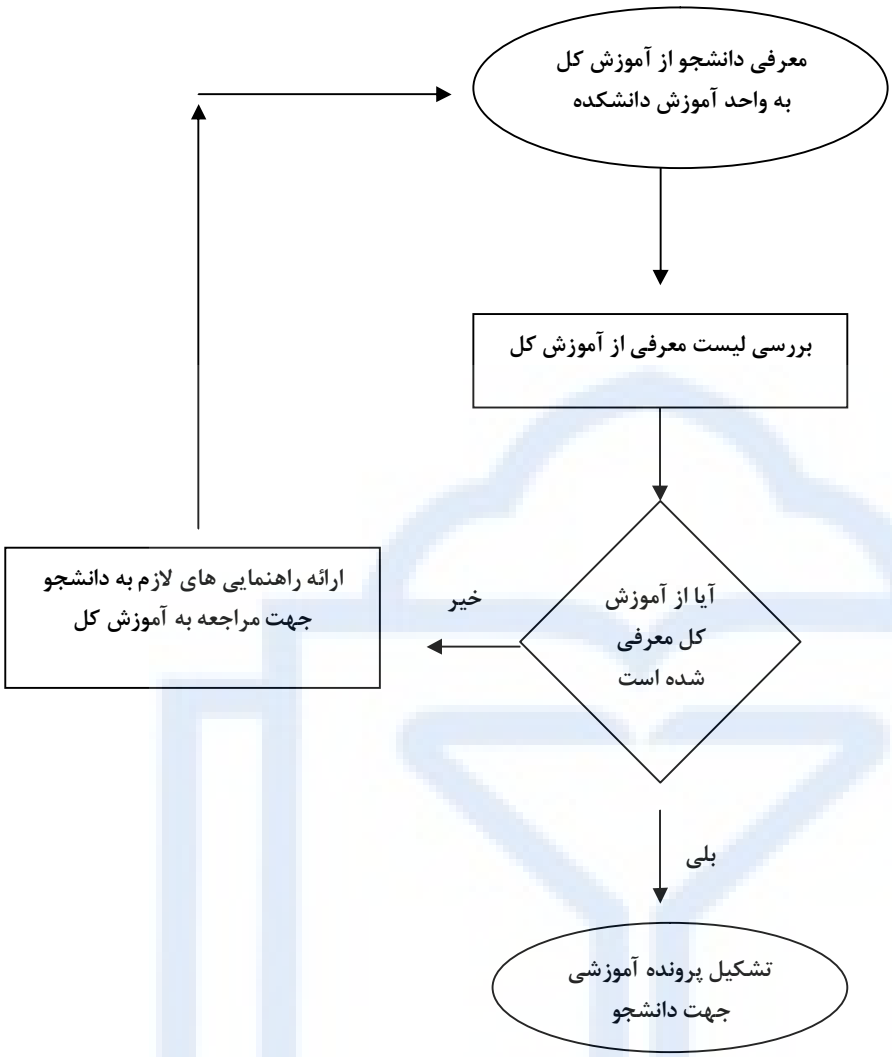فرایند پذیرش