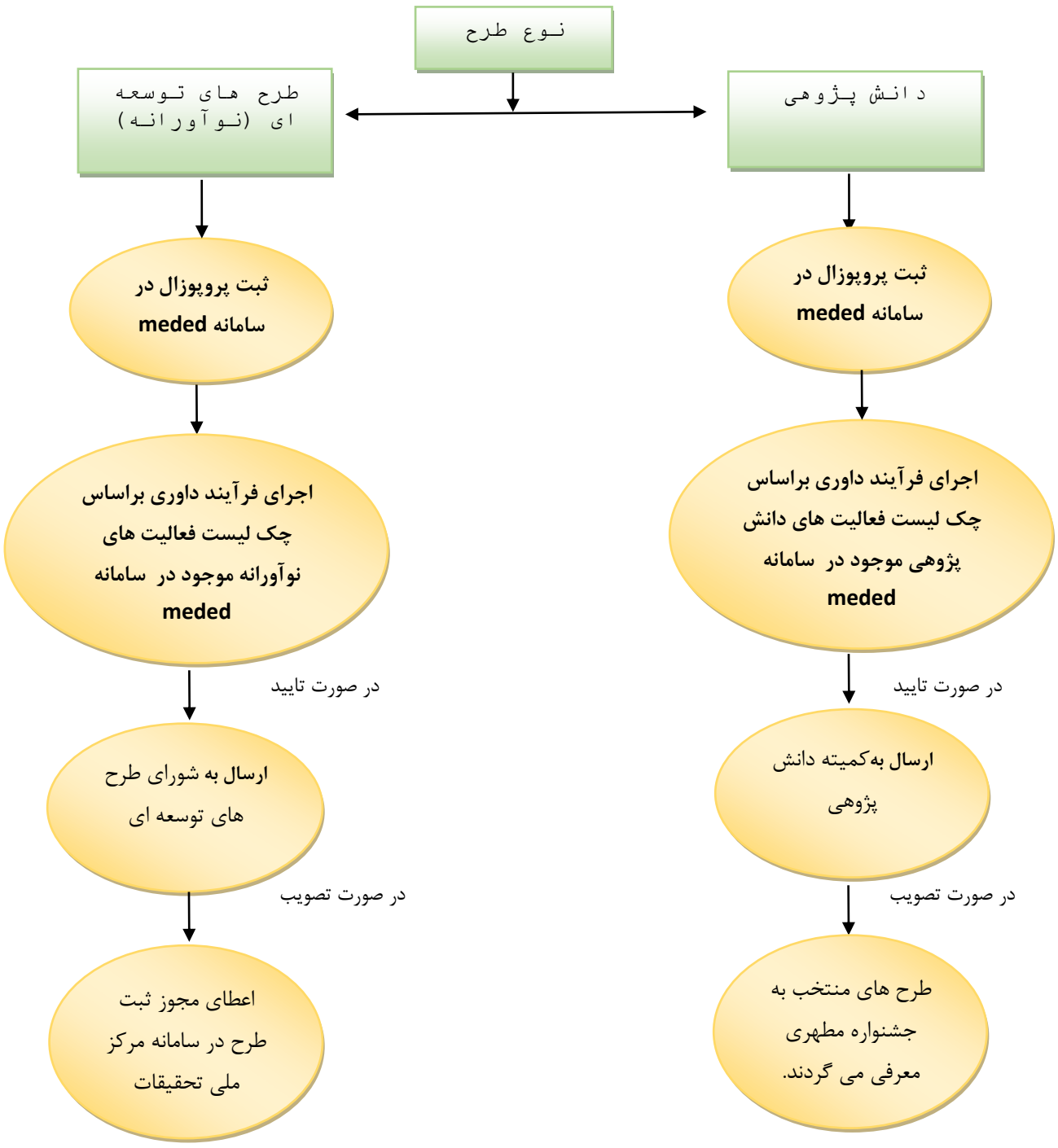فرآیند طرح های نوآورانه