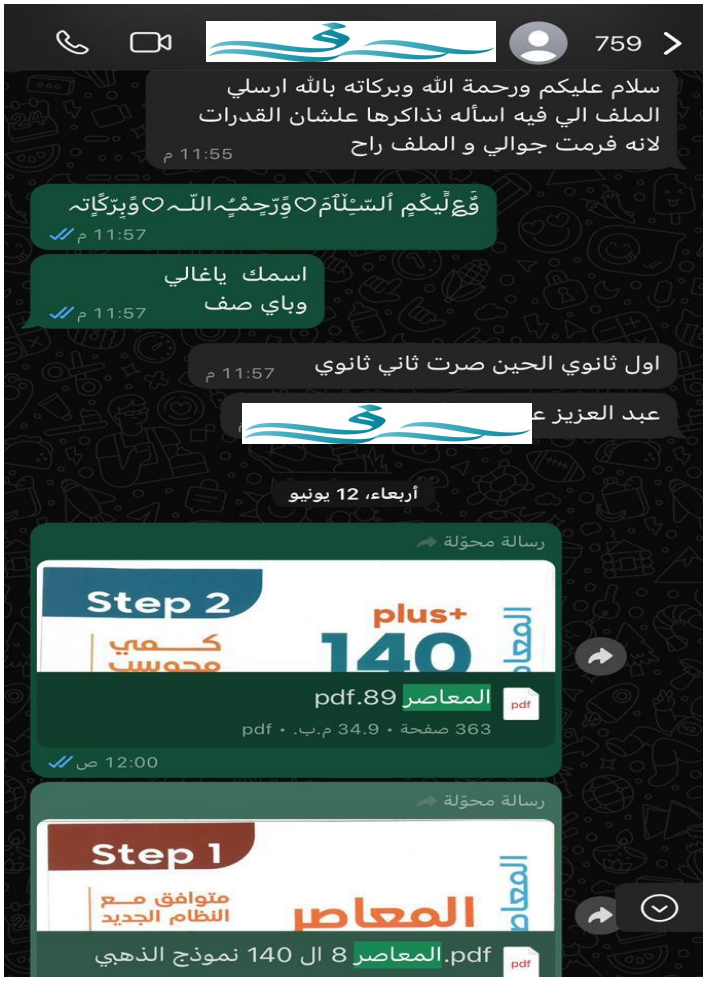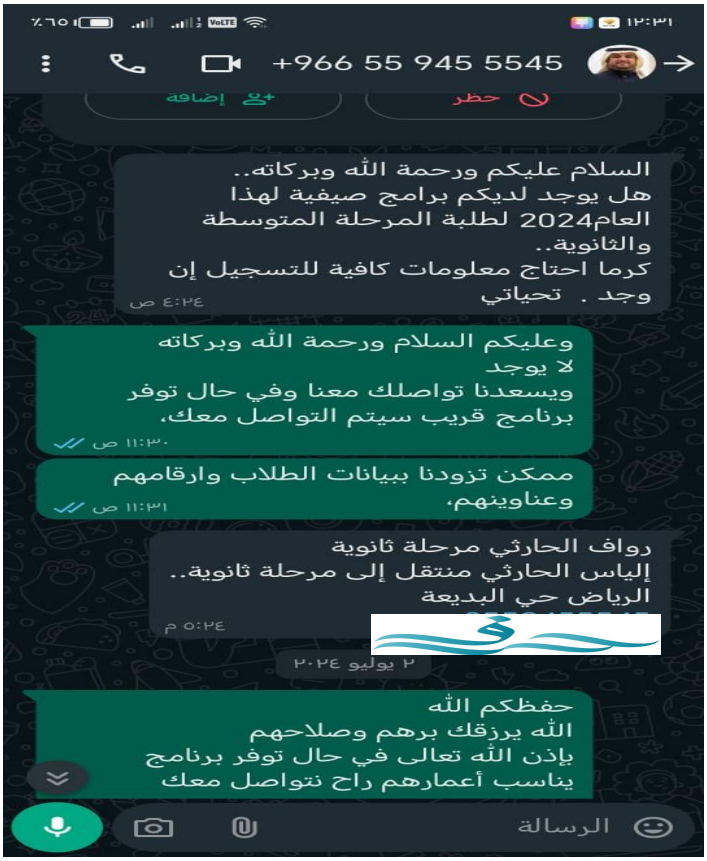التواصل مع المستفيدين