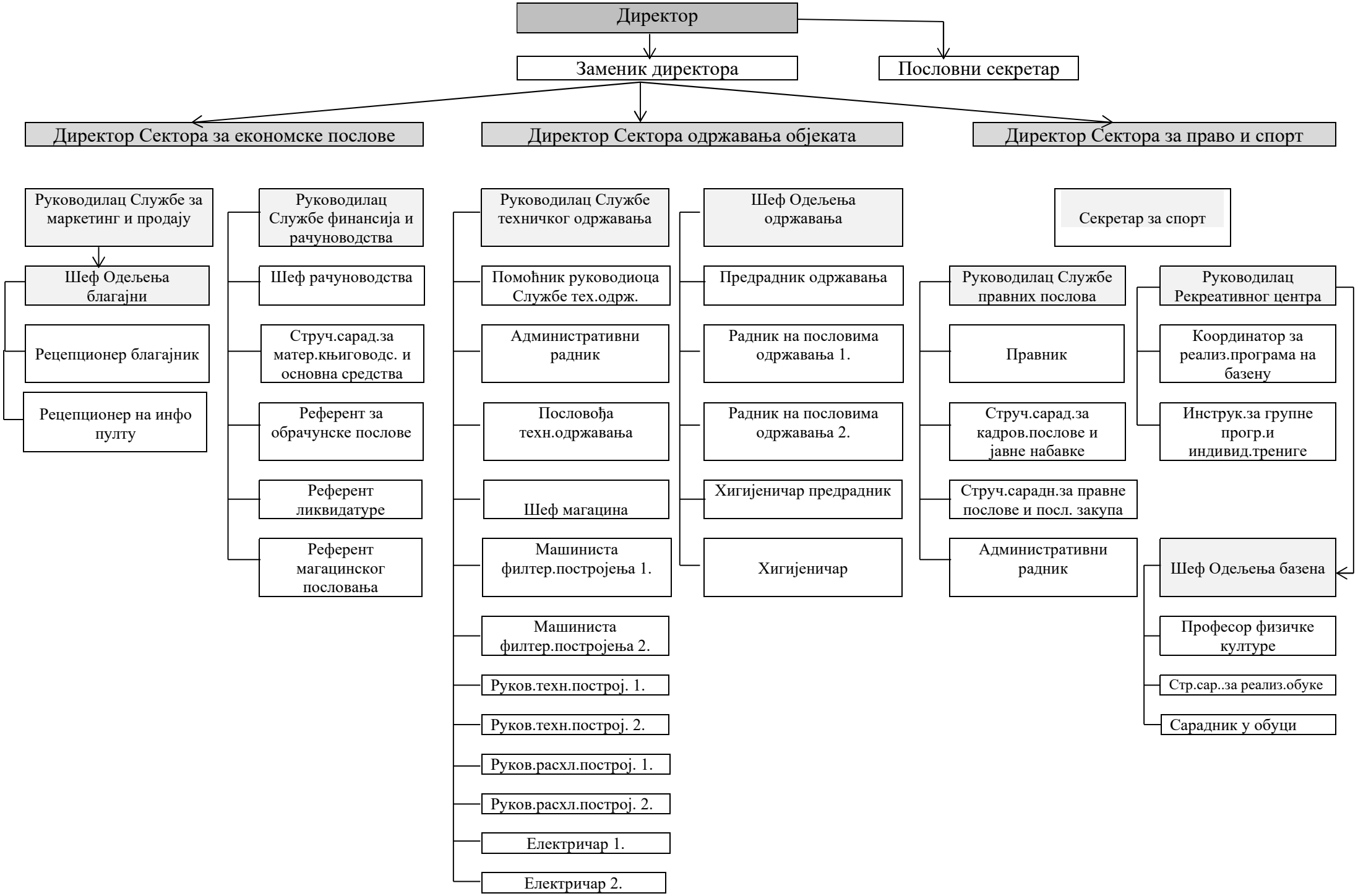ОРГАНИЗАЦИОНА ШЕМА