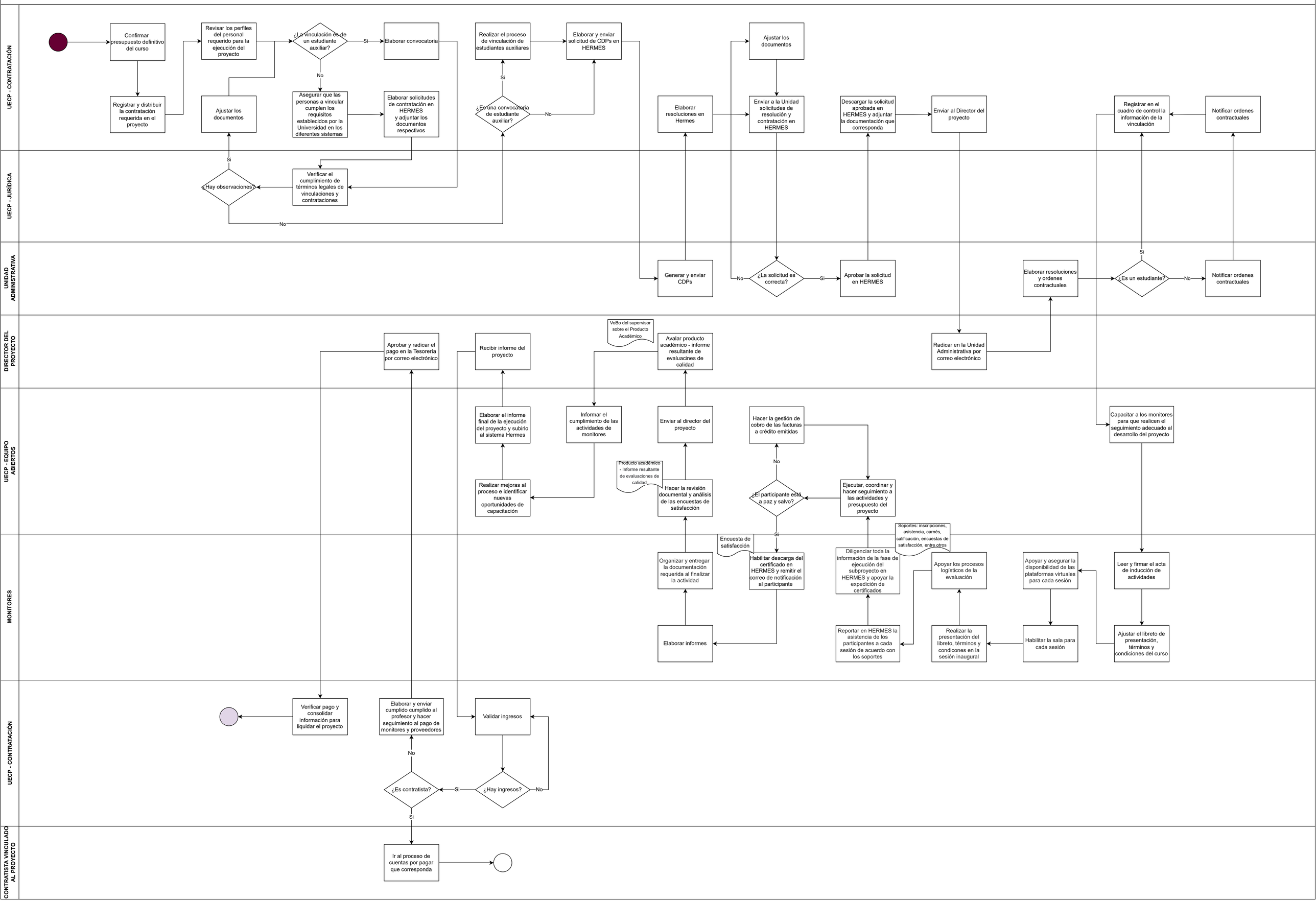EJECUCIÓN Y DESARROLLO DEL PROYECTO