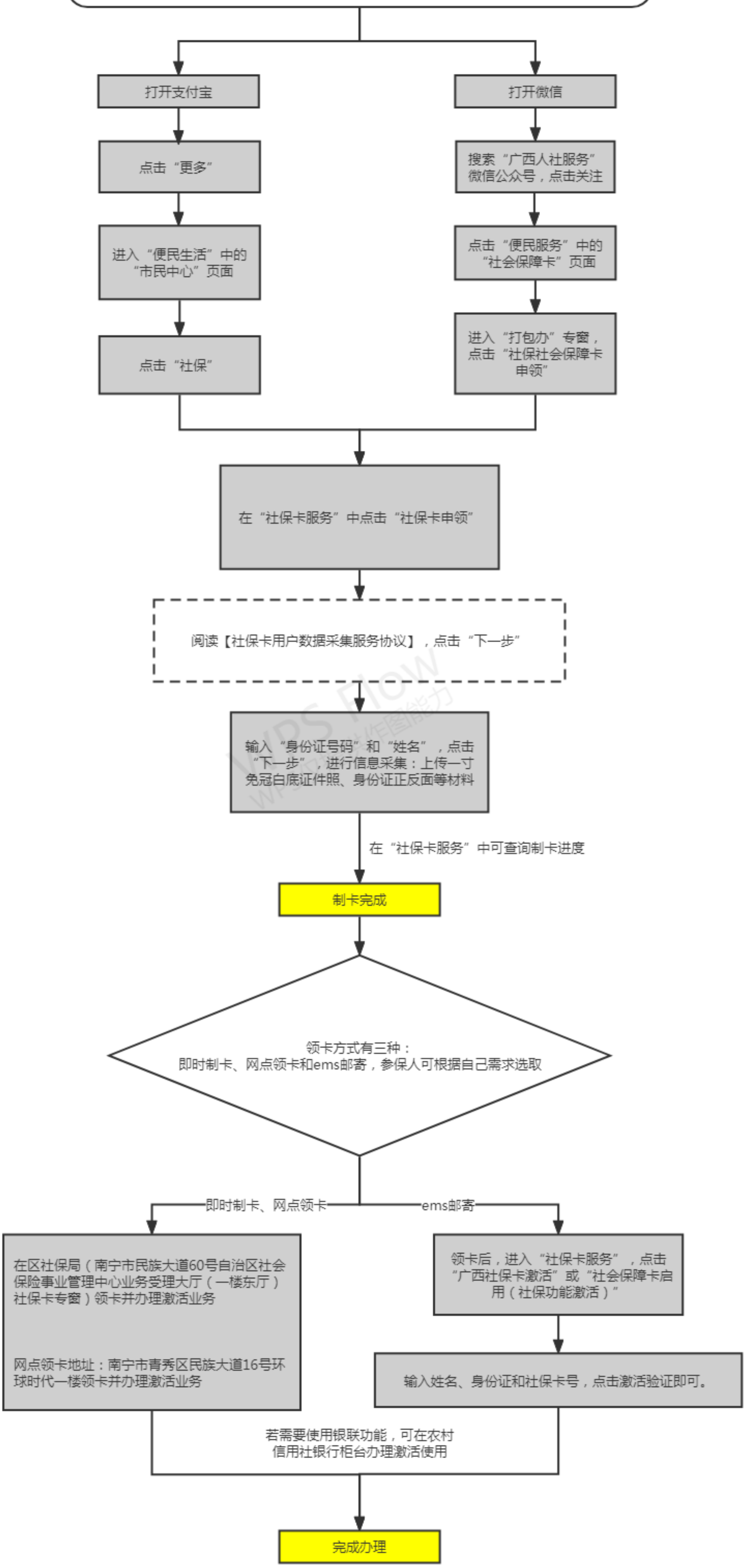社会保障卡线上申领和激活流程