



UCDB starts optimism projects to overcome crisis

At a time of serious crisis in the Brazilian economy, we can give good news to researchers at the Don Bosco Catholic University and Mato Grosso do Sul. In this edition of the UCDB's newspaper, we will present the details of the project that led the state to have the approval of the Ministry of Science, Technology, Innovation and Communications for the first National Institute of Science and Technology (INCT) of the region and it will be coordinated by UCDB.

The approved project is for the development of medicines for veterinary use, with investment of R\$ 10 million, R\$ 7 million from the federal government, US\$ 3 million compensation from

the state government, mainly because the institution develops a series of wetland plant and animal surveys in search of compounds which may be used in the development of biopharmaceuticals.

In the edition of June, the newspaper also presents a major University sustainability projects, a Solar Plant, which is part of UCDB Connect, which generates clean energy and is one more form of environmental preservation, since we are in the Environment month, celebrated on 5th of June.

The article on a cataloging project of indigenous materials approved by the Ministry of Culture is also worth reading. The

proposal is developed by the Center of Studies and Research of Indigenous Peoples (Neppi) and is available for consultation throughout the student community.

The event that awarded the Experimental Agency More Communication could also not stay out, which, for the sixth consecutive time, was voted the Best Junior Agency of Advertising by Expocom.

These are some of the subjects of this edition of the newspaper of UCDB. Good reading to all!

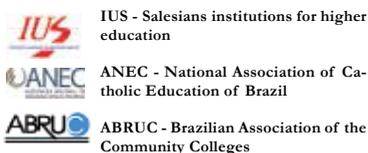
Hemerson Pistori
Pro-Rector for Research
UCDB Postgraduate studies

Expedient



Chancellor: Fr. Gildásio Mendes dos Santos
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Dean of Extension and Community Issues: Luciane Pinho de Almeida

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Director: Jakson Pereira
Responsible Journalist: Sílvia Tada (DRT: 33/17/13)
Reporter: Gilmar Hernandez (082 MTB/MS)
Interns: Andressa Moreira, Ariane Almeida, Carolina Beder, Gabriel Bittar, Gabrielly Gonzalez and Mariana Ostemberg
Text formatting: Maria Helena Benites
Revision: Maria Helena Silva Cruz
Circulation: 8.000 copies
Telephone: (67) 3312-3300 or 3353
E-mail: noticias@ucdb.br
Website: www.ucdb.br
Facebook: UCDB MS
Twitter: @UCDBoficial
Na affiliate of:



Did the solidarity campaign of warm clothing donations end? Every now and then, you hear this question. And we answer: no! The campaign continues. We want to show that solidarity has no expiration date with this response. It should rather be a permanent characteristic of the student community, **SOLIDARITY-CULTURE**. These days, we observe thousands of gestures of solidarity. Many people brought coats, shoes, shirts, trousers etc. It is always nice to see this gesture that, in most cases, is accompanied also by the visible joy of the giver. The Ministry of the University is highly indebted to every young person who is sensitive to “the pain of others” and make their donation free. The Salesian identity of this institution always want to remember that what motivates, in essence, any act of solidarity, was always Christ himself: “... Everything you do for one of these little ones (poor, hungry, abandoned) is to me that

SOLIDARITY, ALWAYS!

you do”. Don Bosco, the saint of youth and founder of the Salesian took the extreme sense of giving, going very, very far beyond donating objects, things, donating himself. He said: “God has placed us in the world for others”. He made his own life a constant donation. He teaches us to share, help, monitor, support, accept, integrate, protect, care for, worry etc. everything is

expression of solidarity, and this is not done for a moment, a day or a period of time (as suggested by the term campaign), but always, every day, every hour, all life. So, so be it, let life be (our creativity, intelligence, talent, strength, gifts etc.) a constant donation.

Dean of Pastoral



Campaign had great support from students and it continues to happen

“What good is it to be crying for the ills of this world? It is better that we fight with all our strength to diminish them”.

Dom Bosco



UCDB Connect Project starts with solar power plant deployment

It is expected to generate clean and sustainable energy supply for the Catholic

JAKSON PEREIRA

The visionary Project, UCDB Connects begins to take shape with the implementation of Photovoltaic Power Plant, which, in addition to ensuring economy of electricity, is one of the sustainable initiatives that the institution puts a goal to achieve in the coming years.

Ir. Herivelton Breitenbach, Dean of Administration of UCDB, highlights the benefits that the plant will bring to the institution. "The Photovoltaic Solar energy Plant is one of the most promising energy alternatives to meet the challenges of new times. The plant is a

very important project that is being developed so that we can have greater energy efficiency in a sustainable way", said the Provost, who also noted that the location will serve as the basis for research and study for students.

In addition to sustainable, the project guarantees to generate economy. "At first, it will deploy a module that will meet about 13% of the total university consumption, but the proposal is that it be expanded in the future", said Ir. Herivelton, also noting that the plant implementation prediction begins in early 2017, and the project already has an area for this purpose.

Currently, UCDB has several

sustainability initiatives underway that join the Photovoltaic Power Plant project.

"We have other projects undertaken and to be developed in the area of sustainability; Today we have a modern cooling system throughout the university, which is the chiller, which is basically a large cooler of water, used for the purpose of air-conditioning environments, allowing control of temperature and humidity in the University environments, and are equipped with a presence system, if there is no one in the room, they turn off automatically, thus generating large energy savings. Moreover, in the Church, in the center of campus, we have

a rainwater utilization system we use to irrigate the whole garden", said the Dean of Administration.

CONNECT

Connect is one of the most innovative proposals developed by Don Bosco Catholic University and to maintain its role of tradition, innovation and excellence for the development of the state, beginning in 2016, the project for the next 20 years, which in addition to the Plant, involves the creation of the Technology Park, Zoo and Botanical Garden, Community Center, International Student College, Block D and Convention Center.

VETERINARY MEDICINE

UCDB NEWSPAPER: Is graduation in Veterinary Medicine specifically concerned which professional skills?

LAURA RAQUEL RIOS RIBEIRO

RIBEIRO: Based on the National Curriculum Guidelines of the Graduation of Veterinary Medicine approved by the National Ministry of Education of Education (CNE / CES), the course turns to skills and general skills in health care (development of prevention, promotion, protection and health rehabilitation), decision making (aiming at the proper use, effectiveness and cost-effectiveness of the workforce, medicines, equipment, procedures and practices), communication, leadership, management and continuing education. . As for the specific, it provides work in animal health and production, public health, biotechnology and environmental conservation, understand and elucidate the pathogens, prevent, control and eradicate diseases that affect animals; diagnose and treat; develop farming techniques, management, nutrition, feeding, breeding and animal reproductions; run animal health programs, health and technical inspection of animal products, projects in the areas of biotechnology reproduction and biological products; prepare technical reports, among many other duties.

UCDB NEWSPAPER: What are the differentials of the UCDB's COURSE?

LAURA: We are an institution of Christian inspiration, Salesian Catholic character and nature! The course is based on the ethical principles for the use of animals for teaching and research. We did not perform procedures on animals only for teaching. All procedures are performed according to the patient's need, with a focus on teaching. The course has a Veterinary Hospital (Hovet) and a complex of laboratories. The physical space is large and includes support rooms that are intended for teaching, research and extension. Hovet is in operation for the public, in addition to meeting research and extension



LAURA RAQUEL RIOS RIBEIRO*

projects; It is thus a practical field of extracurricular training and supervised practice. It has an excellent and complete infrastructure: equipped offices and prepared for outpatient visits, surgical centres according to animal species, with high definition multimedia equipment (camera and a 50-inch TV) providing student simultaneous monitoring of the surgical procedure performed by the professor. The diagnostic sector is another highlight. We still have the School Farm, which has sufficient infrastructure for lectures and practices related to professional disciplines of animal production.

UCDB NEWSPAPER: How is the course in UCDB?

LAURA: Over 48 years of regulated profession, veterinary medical professionals have shown the importance of their work for economic and social development of Brazil. The work goes far beyond veterinary establishments: they act in activities linked to the production of food of animal origin arriving to the table; They play a fundamental role in Brazilian agriculture; They may work as consultants, technical managers, teachers and forensic experts, judicial and administrative; perform activities in laboratories for analysis of soil for analysis of water and household cleaning- I.e., sanitizers intended for home use; conduct research on food; participate in the production of vaccines and animal drugs; among others. In public health, the category was built in 2011, the multidisciplinary teams of the Health Support Unit Family, known as NASF.

* Laura Raquel Rios Ribeiro is the coordinator of the course of Veterinary Medicine of UCDB. A Master in Science from the University of São Paulo (USP).

UCDB NEWSPAPER: Graduation in Nutrition is specifically geared to which professional skills?

ADRIANA DA SILVA FLORES: The Nutritionist is the health professional responsible for planning, implementing and evaluating actions and food and nutritional care activities involving its main object of work: feeding and nutrition of man, with the fundamental goal of ensuring food safety and dietary care, contributing to the promotion and recovery of health, prevention of disease, and consequently improved quality of life. Training should be general and critical, enabling future professionals in Nutrition to act, guided by ethical principles with consideration of the economic, political, social and cultural realities, turning not only to training as the biological sciences content, but also for a more humanistic vision.

UCDB NEWSPAPER: What are the differentials of the UCDB's COURSE?

ADRIANA: UCDB Nutrition course is the pioneer in the state of Mato Grosso do Sul, it completed 19 years this year. We seek to provide students the experience of professional practice from the second half of the course, always being accompanied by direct supervision of a professor. In addition to infrastructure quality (we have 12 laboratories equipped to meet the disciplines) students perform outdoor activities, experiencing the practice of work, from the 2nd half of the course, whether in extracurricular stages, extension projects, research projects or community projects. Among the activities, especially conducting nutrition education with lectures and development of teaching materials in external communities to university, with supervision and monitoring of teachers; Project in Sports

ADRIANA DA SILVA FLORES*



Nutrition, Aging, outpatient care in the School Clinic, mandatory internships, interdisciplinary activities with other health courses (Nursing, Pharmacy and Physiotherapy) aiming the experience of multidisciplinary and teamwork and promotion of scientific research.

UCDB NEWSPAPER: How is the course in UCDB?

ADRIANA: UCDB Nutrition course always tries to be engaged to maintain an appropriate curriculum to changes what the society has undergone, without, however, failing to prioritize dietary attention, both individually and collectively, through integrated prevention, promotion, protection and rehabilitation at the various stages of the life-cycle and the health-disease process, to work in an interdisciplinary way, in multidisciplinary teams and integrated practice to the local health system. It is offered in eight semesters, with theoretical and practical disciplines guided in the areas of professional nutritionist performance. Teaching activities take place in the morning. The course, along with the other Health courses, applies the full methodology and a multidisciplinary approach, developing teamwork from the first half of the courses.

UCDB NEWSPAPER: How is the job market for nutritionists? What are the most promising areas of activity of the profession?

ADRIANA: Nutrition is a profession that is in great rise, a profession of the present and future. The nutritionist is a professional that characterizes the world of today very well, where the concern with the quality of life becomes even greater. It is, and will be, an increasingly professional engaged in finding ways to increase the survival and longevity of human beings. The supply of jobs in the market is expanding, as the life expectancy of the population has increased and the needs of dietary attention multiplied. To succeed in the area, it is essential that professionals face the challenge of continuous improvement. The improvement of professional practice depends on the active participation in relation to dynamic learning, from the perspective of critical reflection and association with practical reality.

* Adriana Flores Silva is a Master in Public Health at the Federal University of Mato Grosso do Sul (UFMS) and coordinates the course of Nutrition at UCDB.

UCDB/SUS Clinic forwards 161 patients for audiological test

290 auditory screening calls were performed in State Government Caravan Health

GILMAR HERNANDES

Dom Bosco Catholic University through UCDB/SUS Clinic professionals, held free audiometry service to 290 people in the Health Caravan, sponsored by the State of Mato Grosso do Sul. Of this total, 161 were referred to the UCDB/SUS Clinic to perform audiometric tests and consult with the otolaryngologist and, if necessary, make the hearing aids adjustment offered by the

Unified Health System (SUS).

According to the administrative technical coordinator of SUS/UCDB, the speech therapist Me. Regiane Bergamo Gomes da Silva, to participate in the Health Caravan was rewarding, motivating and productive for the whole team. "The greatest happiness was being able to take affection and worthy service to users who went through the hearing screening at the stand of UCDB" she celebrates.



Treatment at Albano Franco Convention Center

She also points out that it was an excellent opportunity to promote one of the work done at the UCDB/SUS School Clinic. "These patients will receive care until the end of June, in addition to the hearing aid of the highest technology, completely free, through UCDB/SUS agreement", she explains.

The Pro-Rector of Extension and Community Affairs, Dr. Luciane Pinho de Almeida, and the Secretary of Health of the State, Nelson Tavares, also attended the event. More information can be obtained by telephone at (67) 3312-3697 and 3312-3722 or by email sus@ucdb.br.

UCDB performs tenth edition of the June Festival with four shows

ANDRESSA MOREIRA

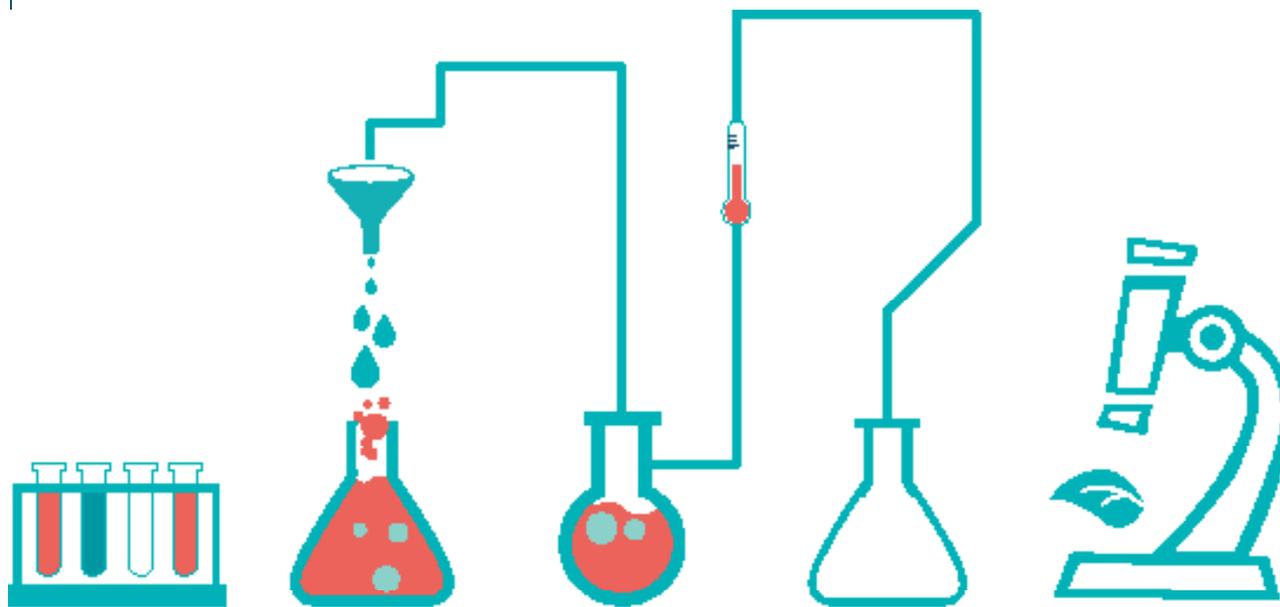
The 10th edition of the largest and most traditional university June party of the state, Festa Junina of the Don Bosco Catholic University (UCDB), took place on June 12. Four shows heated up the presents people in a cool evening with lots of entertainment. This year, the excitement was due to the duos João Bosco & Vinicius, Patrícia & Adriana, Ramiro & Rafael and Isac & Ferrant.

The Dean of the Catholic, Fr. Ricardo Carlos, was present at the party, greeting the students who were

in the stalls of typical food and drinks of that time. "I think it's the greatest moment in which all are to fraternize. Students are preparing for their final exams, but we have to know how to get together, socialize, have fun responsibly", he said.

Raquel de Oliveira attended with her boyfriend to enjoy the date. "I've been coming for three years to the Festa Junina of UCDB, this is my first Valentine's Day with him and there is no better place to celebrate together with him and get warm of the cold with the excitement that the Festa Junina brings", she said.





UCDB will have first institute of Science and technology MS

Proposal was recommended and the next stage is the state counterpart analysis

SILVIA TADA

Ministry of Science, Technology, Innovation and Communications recommended the creation of the National Institute of Science and Technology (INCT) proposal in the “Bioinspiration Bioinspir

— Bioinspired molecules applied to increase the production and quality of animal protein” presented by a team led by Dr. Octavio Luiz Franco of UCDB. This will be the first institute in Mato Grosso do Sul, the result of

partnership between the federal and state governments, through the Foundation to Support the Development of Education, Science and Technology of the State of Mato Grosso do Sul (Fundect) and UCDB.

The proposal includes investment of R\$ 10 million, with R\$ 7 million from the federal government, US\$ 3 million compensation from the state government and investment in staff and infrastructure of the Catholic. “This is not a physical institute, but a project of personal training and development of a theme. In our case, we put bioinspired products. We took a protein from a Pantanal plant, for example, with potential for the development of a drug and we will create powerful synthetic antibiotics in the laboratory, based on natural knowledge”, the researcher explained.

The focus of the INCT of the Catholic is to develop medicines for veterinary use. “Nothing prevents,

however, the arise of work directed to humans, since we have a large number of research associates (220) of 22 institutions and 18 countries, so there is much knowledge to be explored. We try to group together scientists from various areas that are of biochemistry, molecular biology, nanotechnology, microscopy, microbiology, pathology, veterinary ... It’s really a lot of people”, said Octavio.

For Mato Grosso do Sul, the opportunity is pioneering and unique. The Secretary of Science, Technology and State Innovation, Renato Roscoe, analyzed the important step towards the creation of the new entity. “It is a great pride. We are looking closely with a lot of attention and we will do everything for that to materialize and perform the process that is underway. We understand that the state has a great heritage, which is our biodiversity, the natural resources. Rational use is something that is a little bit dormant, but we have a huge potential, which will make us take without degrading, to really make gains for the society”.

The visiting professor Fundect/Capes/UCDB, Ruy de Araujo Caldas, analyzes that the moment



Professor Dr. Ruy de Araújo Caldas



Professor Dr. Octávio Franco

is very favorable for INCT to be deployed. “Fundect has secured a formal endorsement for us, pledging to meet the demands charged by the federal government. It is a long-term investment, but it brings a great return for science and technology in the state. The outside view is that the state will be generating high-profile research, and will have an INCT that will become the world benchmark”, said the professor.

PHARMACEUTICALS

Among the bioinspired products, Octavio cites research for the production of drugs for horses, antibiofilms development (which prevents microorganisms in catheters), using animal stem cells, microlesion in horse joints, and

development of nanofibers with antibiotic potential for coverage of burns and against mastitis (cows).

The countries involved in the research group are: United States, Canada, Mexico, Colombia, Cuba, France, Italy, England, Holland, Germany, Israel, China, India, Singapore, Cameroon, Ghana, Australia, Iran, Portugal, Spain and Sweden. Partnerships in the state occur between UCDB and the Federal University of Mato Grosso do Sul (UFMS), State University of Mato Grosso do Sul (UEMS), Federal University of Grande Dourados (UFGD) and Uniderp-Anhanguera. The work also receives support from Fundect. In UCDB, about 20 people are connected to the Masters and doctoral programs in Biotechnology

and Masters and Doctorate in Environmental Sciences and Sustainable Agriculture, in addition to undergraduate courses, such as biomedicine, biology, pharmacy, Agronomy, Veterinary Medicine, Physical Education, Computer Engineering, among others.



Research in development using bioactive of the Pantanal

Professors, masters and doctoral students of UCDB develop series of animal and plant studies of the Pantanal in search of compounds that can be used in the development of biopharmaceuticals.

One of the focuses are drugs against KPC type bacteria and, therefore, some species of flora and animals have been tested such as fish, amphibians and reptiles. The most poisonous types are of greatest interest to researchers. “It’s an amazing appeal and very little is explored. We studied stingrays, for example, because we realize that when they had injuries caused by piranhas or other attacks, they healed very fast. Moreover, they had no infection marks - which is not really very common. If you have an open wound, you will certainly have a bacterial infection, and we realized that it did not happen. The same thing happens when a stingray injures someone. The microfibre formation decreases to replenish the tissue, but there is no type of infection: it is always the direct

effect without the indirect effect. From there, we began to study and saw a series of compounds that can serve as antibiotics”, said Octavio Franco.

The professor, Dr. Ludovico Migliolo guides scientists studying the effect of toxins from snakes and amphibians. “The more poisonous, the more interesting for us. We intend to use these molecules of toxins to develop a new drug, which may be an antibiotic, a vaccine or a diagnostic kit,” he explained.

UCDB keeps the Vivarium with Serpentarium with about 600 animals, many of them are venomous, which are intended for research. One of the aspects of these works is the use of poison for the production of biopharmaceuticals. Medical and veterinary biologist Paula Helena Santa Rita, a doctoral student in Environmental Science and Sustainable Agriculture, explains that the poison extracted from snakes has been used in studies against breast cancer in China.

To know and carry out further



Studies with Vivarium of poisons from snakes are held in Catholic

studies in this area, a major survey is being done to map and characterize the types of poisons found in Mato Grosso do Sul. “There is a change in the chemical composition of the poison as geographical distribution. We can do this because we have information about all the animals we have here: they came from, age, conditions in which they were

found”.

The results should come soon. “Precisely by what is being studied, a great source of bioactives in poisons was discovered, and as Mato Grosso do Sul until then, in relation to the characteristics of poison was unknown, I believe that a lot of new things will come, so yes”, the manager of the Vivarium of UCDB analyzed.



Ararazul has lightness and emotion in presentations

Under the leadership of choreographer Jessica Bellincanta, the group prepares new shows for the second half

ANDRESSA MOREIRA

Dancing is a therapy in the form of physical activity; they are movements performed precisely in order to tell a story or pass some emotion to others. Thus, for over 20 years, the Ararazul Dance Company of the Dom Bosco Catholic

University has been delighting who watches its choreography that is currently directed by choreographer Jessica Bellincanta, under the coordination of the area of Culture and Catholic art.

Comprised of UCDB students, the Ararazul has performed at several major events of national dance and has represented the institution in various presentations. The company aims to bring the art of dance to the student world and the society.

Those who think that a dancer's life is easy are mistaken; the tests for carrying out perfect movements are strenuous, many things that are learned in dance can be taken beyond the professional and directly impact on the personal life of the dancer. "In addition to generating a discipline - because dance requires discipline - you

generate confidence. You have to go beyond your limits, to be sure you can do better than the other day you'll try again, you will persist and not give up. So find all the profiles here and we will work according to the deficiency of each person, always encouraging and this will generate an improvement even in personal life", explains the choreographer.

Many of the students who are part of the project earn scholarships to encourage them either in pursuing a career in dance, or in another chosen area. "It's a group in which we can develop great talents who have the opportunity to earn a scholarship to the university. Therefore, in addition to developing natural talent, we can also help them", said Jessica the choreographer.

Thus agrees, the scholarship student of the 9th project semester of law school, Leticia Hirata, which is part of the project since entering the university five years ago. "I love the Ararazul. I always dance, even though I am in the law school, which is a more accurate course in which you cannot get carried away. I am

passionate about dance, it is an extension of who I am", said the student.

Fernando Goes, Physical Education student participates in the project for two years and sees the dance as therapy. "It's great because I can join my love of dance with the scholarship I have and to help me stay in college. It's like a religion, a therapy if you have a problem you forget it while dancing, is a time of my own", he said.

For the student, Caroline Rocha, the choice of course - Physical Education - came through her love for dance. "I've danced before and do physical education because I intend to pursue a career in dance. It's fun, because I have contact with different people who think different, but love to dance", she said.

The project helps to integrate new scholars, it was the case of Cerizia Alves Gomes, of the 9th semester of law, who came from another town and, with the company, she had the opportunity to make new friends. "This opportunity that the university gives us is very interesting. I came from another town and got a little

lost here, and in the project, I can meet people from other courses. Dance helps in integration with people and also in personal and professional life".

The project is composed only of UCDB students. The selection process for those interested is open throughout the beginning of the year and have a preference for people who already have experience in dance. "We try dancers, who already have some experience, there is a selective process that opens up every year in which the student is evaluated, and we try to find people who identify with the group to form a single set", explains the choreographer.

The dancers, who are preparing for future presentations, are testing two new choreographies. "The idea of the choreography was to take totally different music and work with choreographies and different steps to test the group's limitations and get to know the group. As I entered not long ago, for me this is all new so it is important to establish this choreography and group connection and get to know each other", said Jessica Bellincanta.



UCDB'S Project is classified to scan collection relating to indigenous people

Across the country, 147 ran for jobs, 101 were eligible and 21 approved.

GILMAR HERNANDES

The project 'Indigenous Documentation Centre Teko Arandu (Cedoc)', linked to the Center of Studies and Research of Indigenous Peoples (NEPPI) was selected second in the country in the announcement on the memory of 'Originating Peoples of Brazil, focused on the digital record, preservation, dissemination and the access to goods of cultural heritage and the memory of the Brazilian native peoples, proposed by the Federal University of Pernambuco (UFPE) and the Ministry of Culture (Minc). The design of the Don Bosco Catholic University makes up the list of 21 projects approved in Brazil.

According to the coordinator of Cedoc, Professor Lenir Gomes Ximenes, the classification in the announcement will ensure resource for hiring scholars to continue the existing material scan job at the center. "The result of this announcement is the importance of the existing collection on the Documentation Centre and shows the recognition of NEPPI's experience on indigenous issues", she explains. In NEPPI's website (www.neppi.org), interested researchers are able to consult the collection check for the books, documents or popular topics, but the query of the material is made in person. "This collection of scan job will improve the organization,

asides facilitating the access of researchers, since many are from other cities and states", she explains.

Lenir explains that the collection of the indigenous population in Mato Grosso do Sul is quite extensive and it largely came from donations from researchers themselves. The Indigenous Documentation Centre Teko Arandu has about five thousand subjects of printed newspapers (regional and national), as well as photos, maps, books, and magazines, official documents, among others. "The history of Mato Grosso do Sul cannot be understood without determining the indigenous peoples".

The expectation is that the transfer of funds for the project to take place in

the second semester of this year, which will provide the opening for the selection of scholars to collaborate at work, scheduled to last one year. In the original proposal, four scholars were requested for the UCDB's project.

The notice received 147 entries from projects throughout the country, of which 101 proposals were qualified and of these, 21 were approved, four from North, eight from Northeast, two from southern, three and four from Southeast Midwest.

With this notice, the Ministry of Culture creates the Memorial Network, developing a National Cultural Archives Scan Program, and has in its scope the generation premise of digital collections, coming from scientific interest research, to the memory of the cultural heritage of indigenous peoples in the country.

NEPPI was established in 1995 to coordinate the various programs and research and extension projects aimed at indigenous communities, and participate in discussions and relevant referrals to other issues. These programs are linked to the Tellus newspaper, focused on the publication of research results and documentation on indigenous peoples, especially South America; Indigenous Documentation Centre Teko Arandu, which records, files and provides primary and secondary documentation; the Knowledge Network Programme, which aims to support the permanence of indigenous people in higher education; beyond the implementation project of the Indigenous Culture Points (CIP), in order to promote activities related to digital inclusion and production of audiovisual in villages.

Mais Comunicação wins award for best junior agency for the sixth time

They are 15 extension students and five supervisor professors



Part of the group of scholars and professors participating in the Mais Comunicação agency activities

GILMAR HERNANDES

Mais Comunicação Experimental Agency of the Dom Bosco Catholic University (UCDB) won the category of Best Agency Junior Advertising for the sixth consecutive time, at the Expocom event held in May, in Goiânia (GO). The Agency was evaluated from a scientific article and portfolio of work done by the extension in 2015.

"This is a scientific award that highlights that UCDB performs science also in the course of Advertising. It is an important award of knowledge, because it shows that, in addition to the practice, we develop the theory seen in the classroom in the agency. It is a certainty that we are doing the right job and that we must continue", said the Professor and project supervisor,

Eduardo Biagi.

"Mais Comunicação Experimental Agency communication is the key part of the success of the course. It is no coincidence that in the last six years (2011-2016), when the achievements intensified, Mais Comunicação has been elected by Expocom the best Junior agency of the Midwest", says the professor and coordinator of the Agency, Elton Tamiozzo.

Jaqueline Himoto, student of the first semester of Social Communication, takes part in the extension project and emphasizes learning a lot in the Agency. "I've always been in love with Advertising, but I had never done preparatory courses to learn how to use the programs, I started from scratch and here I learn everything I

need. Participating in the project adds a lot to me because in the first year of course, I am already 'interning' in my area".

After the victory at Intercom Regional, the Agency competes in the National Intercom, from 3rd to 9th of September at the University of São Paulo (USP). Currently, in the Experimental Agency Mais Comunicação, there are five supervisors teachers and about 15 extension students. "As educational space, the Agency serves as support so that the students perform work of the subjects and participate in market competitions and scientific conferences, and it is available for all students in the courses from the first semester," explains the professor.

The Students are also encouraged and receive support

to participate in common marketing contests as a way to stimulate the experience of real situations of competition, and scientific events, seeking to develop its research spirit. The Agency also offers support for events held by the course.

Attending to nonprofit institutions, it seeks to make the operation be very close to the functioning of a market agency - the student attends to the customer, goes back to the agency with a work to be developed, research is done, planning (when necessary), creation (writing and art direction). Pieces are created for all media (magazine, newspaper, radio, TV, internet, outdoor media, etc.), but only the simplest audiovisual productions are made by students.

SECURITY AND HEALTH ADVANTAGES AT WORK FOR ORGANISATIONS

The safety and health at work (OSH) has great importance for companies because, in addition to complying with labor legislation, it meets the social area. The appreciation of the fact that OST prevent occupational injuries and diseases resulting at work is also a key element in the success of the Corporation.

Any company can get considerable benefits in investing in OST. Simple improvements can increase competitiveness, profitability

and employee motivation. The implementation of an OSH management system provides an effective framework to prevent or minimize accidents and health problems.

Although the principles of good OSH are applicable to all organizations, commercial indicators may vary considerably.

A poor performance in OSH has a very large impact on small businesses. The human costs of an accident with

death in the workplace, a large fire or a major lawsuit are obvious. About 60% of companies that stop to work for more than nine days end up closing up. However, those that perform well can increase their productivity through safer working methods, which also allow advantages such as:

- Job Run faster and less labor use.
- Accidents, incident and ill health rates reduction, there are even where the absences for illness fell by half;
- Increased levels of motivation, commitment and maintenance of qualified personnel;
- decreased Insurance costs;

- Contribution to the socially responsible company image;
 - More competent labor and healthier work;
 - Encouraging employees to stay longer in active life;
- The message is clear; a good OSH is good business. Companies that integrate OSH in the business management and sensitize key decision makers for their importance achieve considerable results in the quality of life of its employees.

Gleison Larangeira Rodrigues
Human Development and
Institutional Area

Animal Science Course of UCDB completes 18 years

In Brazil, the profession completes 50 years and is strengthened by the demands on optimizing livestock production

MARIANA OSTEMBERG

Zootechnics profession complete in 2016, 50 years in Brazil, while the course of UCDB reaches 18 years of operation. Area of agricultural sciences that works with livestock, such as behavior and animal welfare, genetic nutrition, food processing, Zootechny is an area that grows a lot due to the need to optimize livestock production.

The course was the first of Agricultural Sciences in UCDB and it started because Mato Grosso do Sul is a strong producer of cattle especially, and to deploy the course, professionalization of pastoralists was thought: "Zootechnist can work in the technical assistance sector to the producer, sales of inputs (vaccine, deworming, food, food supplement), ie, what the producer needs to buy to be able to produce. Zootechny has a large area, and today we also work with technical

selling [together with the assistance of how will you use this product]. Our state has a fairly large area and quite interesting wages", said the coordinator of the course, Dr. Milena Wolff Ferreira.

Lasting five years, the course has a diverse curriculum, involving theoretical and practical classes at Bio Health sector and UCDB's School-farm. In addition, scholars have access to internships in Integration Market Academy Sector (Sima) and developed outreach projects, such as Experiences in Agricultural Sciences, Proequo and dog therapist. "Our goal is to train professionals capable of working in different areas of Zootechny, above all ethical," said the professor.

The professor explains that to be a Zootechny professional, you have to like the area, you cannot be lazy to study, let alone to get up late. "All animals wake



Course held another Animal Science Week in May, with great academic participation

up very early, so those who work in this area have to keep up with them. You also always have to be updated, studying all the time and forever; we cannot think that we are the owners of absolute truth, because the technologies are improving themselves".

In celebration of 18 years of the course, events are held, such as the Animal Science Week, which takes place every year in the Catholic, in which professionals are invited to lecture students. For professor

Milena, this is an important anniversary for the course: "We are at a very important time of the course with most of the teaching staff being doctors with expertise in the areas, reformulated grid with quite interesting complementary activities and with many graduates reporting they are doing well in the labor market", she said.

More information about the Zootechny course can be obtained by calling (67) 3312-3413.

Dean of Pastoral care expands treatment to students in UCDB

GILMAR HERNANDES

The educational and pastoral care, which until now was only in block A, also happens to be done on the top floor in Block B, next to the Advanced Student Office (SAAV), and it will be the turn of students from C block to gain a pastoral space in the second semester, according

to the Dean of pastoral of Dom Bosco Catholic University (UCDB), Fr. John Victor Ortiz.

"It is important to remember that the Pastoral room is a way to strengthen the presence. Dom Bosco was always in the midst of the Oratory boys attending confessions, playing and singing. The pastoral action must pervade all sectors and activities of a Salesian Catholic

institution", said the Provost.

Scholars have new chapels, which were reformed, as a space for smaller celebrations, meetings of some groups for prayer and reflection. "Our little chapels as we call them, have existed for many years on our campus and will remain there to suit those who wish to become more gathered for personal prayer and for meeting some groups linked to the Dean of Pastoral" he concludes.



Pastoral room in Block B

Enrolment for Extension Program UCDB Languages

Sign language course in health area is one of the highlights

SILVIA TADA

UCDB Languages Extension Program of Don Bosco Catholic University opens registration in July for second semester classes. The novelty will be the sign language course offered for health area. English, French, Italian, Spanish and German classes are offered also.

"The sign language course for Health is open to all professionals: nurses, psychologists, pharmacists, physicians and others. Specific terms and expressions will

be worked out for the care of patients who use the sign language", the educational coordinator of UCDB Languages, professor Angela Cristina Catonio explained.

The activities begin in August. Three worked teaching modalities: Communicative, which develops language, reading, writing, listening and speaking; Conversation, which develops primarily speech and hearing; and Instrumental, focused on the preparation for contests, masters and doctorates, and develops



Evaluation tests of the language courses will be held on the 6th of August

reading skills, translation and interpretation of texts.

For the second semester, three practical activities that help students in learning are scheduled. The Soiree, where students make cultural presentations in the language they are learning; Day of immersion, when the proposal

is an extracurricular activity in which the only allowed language is what is being studied, in order to deepen communication among colleagues. And it happens also the stand-by support, available to the student to review content and question, assisting in their daily study.

I SEARCH FORUM IN JOURNALISM OF MS

Date: 27th of July
Time: from 9 hrs. to 17 hrs.
Venue: Amphitheatre Library of UCDB
More information: oswaldoribeiro@ucdb.br ou (67) 3312-3437

INTERNSHIP VACANCIES

Children Education Center - three vacancies (Pedagogy and Languages)
Justice Itinerant - two vacancies (Right)
Student Assistance - three vacancies (Social Service)
More information: Sima 3312-3348

EXTENSION COURSES 'CHILDREN'S LITERATURE IN TRAINING CRITICAL READER'

Date: 13th of August to 3rd of September
Workload: 20 hrs.
Target: Pedagogy students, Language and professionals in the area
Price: R\$ 200 (internal public) and R\$ 220 (external public)
Inf.: www.ucdb.br/cursosdeextensao

EXTENSION COURSE 'MODIFIED STARCH INTENSIVE COURSE'

Date: 14 to 16 September
Workload: 24
Target: laboratory analysts, development and quality control, technical sellers.
Course fee: R \$ 800.00
Inf.: www.ucdb.br/cursosdeextensao

VII INTERNATIONAL SEMINAR: ETHNIC BORDERS AND EXCLUSION OF CULTURAL FRONTIERS

Date: 26th to 28th of September
Time: 8hrs to 22hrs
Venue: Amphitheatre of block A
More information: viifronteiras@gmail.com or (67) 3312-3598
Site: <http://www.gpec.ucdb.br/viifronteiras/>