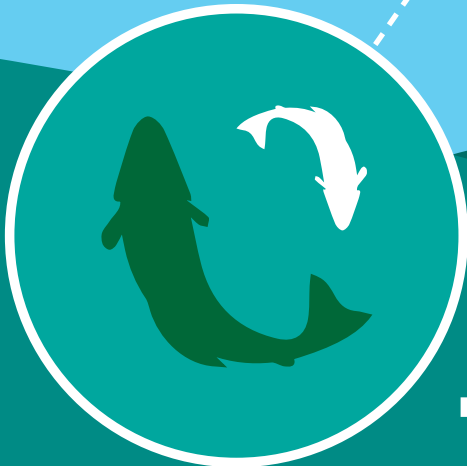
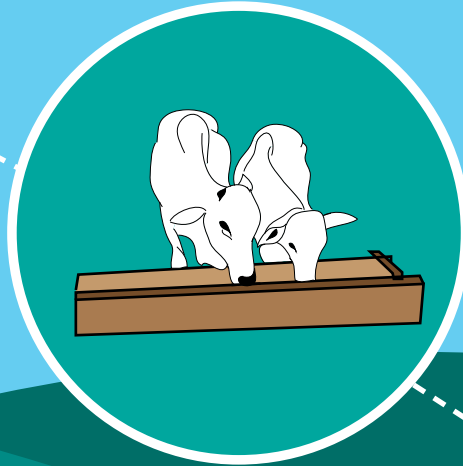


# UCDB

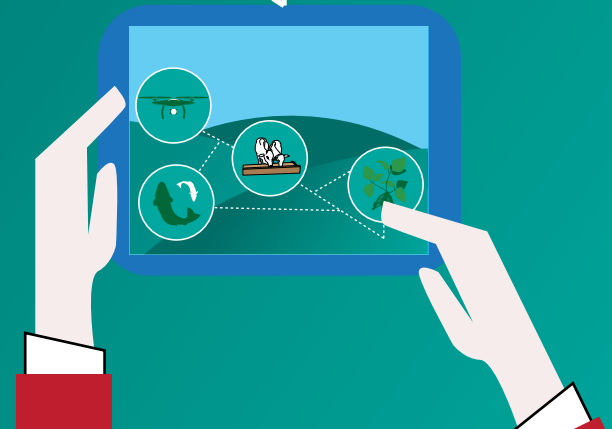
newspaper

Monthly newsletter - Year XVI # 303 - Campo Grande - September/2016



## TECHNOLOGIES IN CATOLIC RESEARCHES

help agribusiness in Mato Grosso do Sul



GRADUATION PROJECT  
IS AWARDED NATIONALLY **8**

DEAN IS HONORED BY TRT-MS AND BY  
THE CITY COUNCIL

**3**

STUDENTS CAN  
DEFINE AREAS  
OF INTEREST IN  
THE FAIR AT  
THE MALL

11

UCDB CHALLENGE  
OFFERS  
SCHOLARSHIPS,  
REGISTRATIONS  
ARE OPENINGS

12



## Sustainability Innovation: commitment of the University

The word innovation, derived from the Latin term "innovatio" means the new, renewal. And that always brings us to new ideas to collaborate in the solution of social problems, allowing the construction of a better world for all. Just as innovation, the sustainability actions today are also very necessary to the world.

The term "sustainable" from Latin "Sustentare" reflects the sense of to support, to defend, to promote, to support, to maintain, to take care. It is therefore a way of use of natural resources for the satisfaction of needs of the world today without compromising the nature, the planet and future generations. In this sense, it is an attitude towards various social, energy, economic and environmental determinants of respect for the human person and commitment to the future assurance of life.

Thus, the Dom Bosco Catholic University, as an educational institution committed to the future, strives to look at the social, taking it as principle sustainability from innovation.

I invite everyone, from the reading this Journal - September edition, to know some projects implemented in this University and expressive commitment to social demands using innovation, aimed at sustainable issue and committed to the future of the planet. In this sense, using computer vision to improve agriculture and livestock research developed with the use of new technologies can leverage agribusiness in Mato Grosso do Sul.

In the same way, it highlights the scientific research project in biological sciences, in which the researcher involved analyzes the presence of dead forensic flies for more information on decomposing bodies to solve crimes. This work was awarded at the national event.

You can also get to know the research group of Master's and Doctoral Program in Psychology of UCDB, who will begin a work around schizophrenia.

This edition of the UCDB newspaper also invites the entire academic UCDB community and all

high schools and higher education to participate in the Educational Congress, Research and Extension "Knowledge in Action", already established event, in its third edition. This year, in which the number of entries already exceeds the last year, the event will feature the historian Leandro Karnal in the opening speech.

And finally, I invite everyone to visit our first Fair of professions, which will be held in the Norte Sul Shopping and offer the public the opportunity to know the different areas of knowledge offered by the Catholic.

Thus, reading this issue brings curious and interesting experiences on development projects in the Dom Bosco Catholic University.

**Luciane Pinho de Almeida**  
Dean of extension and  
community affairs

### Expedient



**Chancellor:** Fr. Gildásio Mendes dos Santos  
**Rector:** Fr. Ricardo Carlos  
**Dean of Administration:** Br. Herivelton Breitenbach  
**Dean of Institutional Development:** Br. Gilliano Mazzetto  
**Dean of Pastoral:** Fr. João Vitor Ortiz  
**Dean of Graduation:** Conceição Aparecida Butera  
**Dean of Research and Post-graduation:** Hemerson Pistori  
**Dean of Extension and Community Issues:** Luciane Pinho de Almeida

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**ABRUC** - Brazilian Association of the Community Colleges

*"You who have doubts about the  
vocation: refer to Mary,  
who is the mother of good counsel"*

**Don Bosco**

## Don Bosco and the Bible

A saint, a man of God is always someone fascinated by His Word. Showing the greatest love, putting it as the center of his life. Breathes and exudes its truths. So it was with Don Bosco. As a boy, while tending the flock in the meadows and hills, He used to read the stories of the Old Testament. Decorate them and then told to his friends. Throughout his youth, in moments of doubt, crisis or difficulty, he always referred to the Word of God, looking for answers: Lord, what do you want from me? He had always been a student of the Word of God. He had been seen several times with a teacher of Hebrew language to explain the original meaning of the words of the prophets to him. So he often made confrontations with parallel texts of various books of the Bible. He was extremely careful in making a translation of the New Testament from Greek into Italian (cf. 1 MB, 423).

He had a keen interest in the Bible to be deeply known among his students. To that end, he made a wonderful edition of Sacred Story, which was reprinted hundreds of times until 1964. With the Holy theme has many other publications, for example: Easy way to learn the Sacred Story, first published in 1850; The Life of St. Peter, published in January 1857; Catholic Readings; The Life of St. Paul (all published in the same year, 1957); Life of St. Joseph (1867). Too often, the Word of God was the subject of theater, poetry and songs. In his school (Oratory), to express the faith that welcomed the Word of God, the teachings that is in Matthew 7, 8 were clearly written: "Everyone who asks will receive, he who seeks finds, and to him who knocks, the door will be opened".

His first biographer ensures that on February 10, 1886, old and sick, Don Bosco, in the presence of his

students used to recite, in full, some chapters of the Letters of St. Paul in Greek and Latin (cf. 1 MB, 394-395).

So was St. John Bosco, a person who kept the Word of God in his heart and meditated. A man who joined the conviction of St. Jerome, who said: "He who does not know Scripture does not know the power of God nor his wisdom". And yet, from the Apostle Paul: "All Scripture is inspired by God and profitable for teaching, for reproof, for correction, for instruction in righteousness, that the man of God may be complete and thoroughly equipped for every good work. (2 Tim 3, 15).

May the example of St. John Bosco in the motive for the knowledge of the Word of God, especially in this month of September, the month dedicated to the Holy Bible.

**Dean of Pastoral**





Scholars and teachers of the research and extension project attended the award ceremony

## Rector of UCDB is honored by the Regional Labor Court of MS

*Award is related to work with the Catholic scholars who integrate Pibic*

GILMAR HERNANDES

The Rector of Don Bosco Catholic University, Fr Ricardo Carlos, received in early August, the Momojutra Award - Permanent National Forum in Defense of Labor Justice

Memory, granted by the Regional Labor Court of the 24th Region during the VIII National Meeting of

the Memory of the Labor Court.

“On behalf of UCDB, I appreciate the opportunity and trust in giving us this award, which is the result of good partnerships that even serve as an example to other places. Projects like this promote human dignity. I dedicate the award to all the professors, students and employees”,

said Rector.

The award is related to working with the Catholic of fellows who are part of the Undergraduate Research Project: “Historical analysis of labor processes of the Regional Labor Court - MS (1962 - 1984), given to recognize the high merit of the institution, the sensitive preservation

of vision and dissemination of the history, for the sake of perpetuating social memory and the exercise of citizenship.

During the event, a virtual book containing five articles of UCDB students was also launched. All work is led by Professor Dr. Maria Augusta Castilho and has the participation of professor Dra. Arlinda Cantero Dorsa, Dra. Cleonice Alexandre Le Bourlegat and Dr. Pedro Pereira Borges, with students from history, Law and Architecture courses.

Students honored Professor Maria Augusta, that dedicated eight years to the work of cataloging and research to labor cases in Mato Grosso do Sul. “We received a total of 16,365 cases from 1962 to 1984. Of this total, we have analyzed about four thousand, that have earned 54 academic articles. We now have nine students and two from the Pibic extension working on this project”, detailed the professor.

Participants included the Pro-Rector of UCDB Extension and Community Affairs, Luciane Pinho de Almeida, history course coordinator, Roberto Figueiredo, justices Amaury Pinto Junior (24th Region) and Tereza Aparecida Asta Gemignani (15th Region).

## Father Ricardo Carlos receives title of Campo Grande citizen

GILMAR HERNANDES

Fr. Ricardo Carlos, Rector of the Don Bosco Catholic University received in late August, the title of Campo Grande citizen granted by the city of Campo Grande, through Decree No. 1,990/16, indicated by Councilwoman Carla Stephanini.

Fr. Ricardo Carlos was born in São Bernardo do Campo (SP), on February 6th 1974. He started the religious life in the Salesian house of Araçatuba (SP) at age 14. A master's degree holder in Education (UCDB),

graduated in Philosophy (UCDB) in Theology (Theological Institute Pius XI) and was ordained a priest in Piacatu (SP) on December 8, 2001.

He served as coordinator of the pre- and post-novitiate in Paul VI Social Work (2002). In the following years, he alternated between the director and bursar functions of the St. John Bosco (Don Bosco Salesian College) Salesian community in Campo Grande. Between 2012 and 2015, he specialized in Biblical Studies in Jerusalem. Since August last year, He is the Rector of UCDB.



Indication of the name of Fr. Ricardo Carlos was made by Councilwoman Carla Stephanini

## ADVERTISING AND MARKETING

**UCDB NEWSPAPER: Graduation in Advertising is specifically concerned about what professional skills?**

**CLAUDIA RUAS:** Na Advertising person is the professional responsible for developing communication strategies for a product or service of their advertisers, who may be public agencies, private companies and companies or the third sector. These communication strategies will be the foundation of advertising campaigns, in order to achieve the goal of these advertisers, which can permeate questions such as: solve placement problems, reach its target audience more effectively, increase sales, reposition the brand, even launch new products and/or services. Within this context, there is an essential skill for all advertising: creativity, because no technological feature replaces a creative idea, and the unforgettable never arises from a set formula. For this, you need to read a lot, be aware and constantly interested. An advertising campaign involves all processes of the profession, from the customer service, through the planning, creativity, media till the final production. Another tool that is part of the everyday advertising is the research, which should be conducted to know the behavior and habits of consumers, which will properly direct the message.

**UCDB NEWSPAPER: What differentiates the UCDB course?**

**CLAUDIA RUAS:** The course of Advertising is a pioneer in Mato Grosso do Sul and has since been a reference in the Midwest. It is the winner of several local, regional and national awards every year, as was the case of Club Creation award of São paulo. For the first time, a course in the area won na award of this magnitude, and we became part of the publication of this club - The Creation Report of São Paulo - a reference to the best advertising of the country. All these awards already show our differentials. From teamwork of qualified professionals who came from the market to enrich the theory passed in the classroom with practical cases to the best-equipped state Communication Laboratory. In this space, students have radio, television and photography studio, non-linear editing room, beyond the Mais Comunicacao agency, the experimental agency of the Advertising course, eight times champion in Expocom, the biggest regional communication congress.



Another major difference lies in the ongoing extension projects, such as "Click Verde" and "Projeto Radio Z: special information for you," unprecedented project in Brazil, which aims to make social inclusion through the radio.

**UCDB NEWSPAPER: How is the course in UCDB?**

**CLAUDIA RUAS:** The course of Advertising and Marketing completes 22 years of existence in 2016. Offered only in classroom mode and in the morning. It lasts four years or eight semesters, with theoretical and practical courses focused on the advertising professional performance. An important space is the Experimental Agency of the course. This educational space is where the students have the opportunity to put into practice, all the received theory in the classroom.

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

**CLAUDIA RUAS:** The professional trained in the field of Advertising and Marketing has the advertising agencies acting focus. In these companies, they can be part of the service area, planning, creativity, media and production. But advertising can work in all business sectors, from government agencies to graphic, photographic studios, producers and media. Another important range for the performance of advertising is the marketing industry, present in all types of business. One area that is growing and making many hirings is online advertising. Another option for the advertising professional is to act in the market as autonomous, or open their own business and become an entrepreneur of communication.

\* Claudia Mara Stapani Ruass is coordinator of UCDB Advertising and Marketing. She has a PhD in Education and Master in Local Development.

## SOCIAL SERVICE

**UCDB NEWSPAPER: Graduation in Social Service is specifically concerned about what professional skills?**

**SALETTE MARINHO DE SÁ:** The social worker must develop as a professional critical/reflective capacity posture to understand the problem and the people with whom he delas with, requiring the ability to communication and oral and written expression, political articulation to make operational technical referrals, sensitivity in dealing with people, theoretical knowledge, capacity for mobilization and organization. The training of social workers should be linked to a labor market in full transformation. Thus, the course also aims to raise the vocational training qualification level, enabling its agents to the critical insertion in the labor market.

**NEWSPAPER UCDB: What differentiates the UCDB course?**

**SALETTE:** The course strives for methodological theoretical, ethical and political, technical and operational competence, so that professionals, while understanding the social reality, know how to make a propositional form of intervention, without losing sight of the ethical-political project category, and above all, compliance with the social demands. It reaffirms the theoretical and practical character of social work as a profession and its preferential commitment to the historical project of the excluded segments. This position is taken in a pluralistic perspective and in opposition to capitalist logic, which reaffirms the injustice and social exclusion. The course develops extension courses, business professional practice scenarios as CRAS and BFHU; University Hospital

and House of Brazilian Women, municipal and state departments of public and political councils, group lessons, events, among other activities.

**UCDB NEWSPAPER: How is the course in UCDB?**

**SALETTE:** The course takes place at night, it has a duration of eight semesters equivalent to four years. The role of the student in different occupational areas enables the dialogue of the different actors involved in the process - students, academic and field supervisors - strengthening the necessary link between training and professional practice. Thus, the supervised training contributes to the formation of political and social awareness. In this process, research and extension should be articulated in view of the principle of indivisibility of teaching, research and extension.

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

**SALETTE:** Insertion in the labor market: through public procurement, selection processes, widely publicized in media outlets, or modalities chosen for jobs or specialized technical services request. It is a profession that considers an ethical issue to be subject to transparent, public, insofar as it is published and defends the principles of democracy and fairness. The areas that require the work of social workers are the health and social care. Institutions dedicated to the coordination, articulation, control, guidance, implementation and management of public policies on health and social care at the local level, have more social workers in relation to other professionals in their staff. The private sector is also characterized as the work space of the social worker and contributes significantly to the expansion of the labor market. It is noteworthy that within the space of NGOs and Oscips.

\* Salette Marinho de Sa has a degree in Social Work and Master in Unesp. She is the coordinator of the Social Service course of UCDB

CLAUDIA RUAS\*

SALETTE MARINHO DE SÁ\*





# Translational studies in mental health is held at the Catholic University

Researchers from New York University (NYU) and the University of Southern California also participated; project has Masters students and fellows

GABRIEL BITTAR

The 'Genomic Psychiatry Cohort Study: Schizophrenia and Bipolar Disorder' Project, of the Translational Research Group on Mental Health (GPTranSMe), appears as one of the main groups of focused studies in the research area of schizophrenia, led by Dr. André Barciela Veras, professor at the Catholic University Dom bosco (UCDB) and also a visiting professor from New York University School of Medicine.

The group is part of the Graduate Program - Master and Doctorate Psychology of UCDB, in partnership with New York University

(NYU) and the University of Southern California. The main foreign researcher is Professor Mr. Dolores Malaspina, Department of Psychiatry, Faculty of Medicine at NYU.

According to the professor, the project is under development and the results should come soon due to the fact of being part of the Graduate Psychology. "As part of a Graduation in Psychology, in the near future we intend to understand the relationship between genetics and psychosocial factors involved in schizophrenia and bipolar disorder", he said.

The methodology of work is complete genome analysis of DNA samples for comparison

with the controls; the feedstock analysis, which is the genetic material (DNA) will be extracted from the blood sample. First, cell line is grown for contribution to the bank of biological samples Genomic Psychiatry Cohort Study and possible future analysis.

According to the professor, the cultured cells can be used for genetic information and observation of other future biological elements. All genetic information is then stored by a reference numeral to preserve the anonymity of the volunteer.

"We have two másters students, one of which is on scholarship and five

undergraduate students, four on UCDB scholarship, but this is a multicenter study in Brazil, which has at least three other centers (apart from Dom Bosco Catholic University, the Federal University of Rio de Janeiro, the University of Ceará and the Federal University of Alagoas), in which more students in master's and doctorate will be inserted", said Dr. André Barciela.





## Desafio

UCDB

INSCRIÇÕES:

DE **15** DE AGO A **05** DE OUT

PROVAS:

DIAS **22 E 23** DE OUT

Informações:

[www.ucdb.br/desafio](http://www.ucdb.br/desafio)







# Technology developed in UCDB can help boost agribusiness in Mato Grosso do Sul

*Ongoing projects seek to improve production systems using computer vision*

SILVIA TADA

Mato Grosso do Sul highlights in agriculture in the national economy. The introduction of new technologies in the production system tends to improve performance and yield important information for the management of resources.

That's what a group of involved researchers search in projects that use computer vision - image analysis to produce data - to optimize production systems. Research led by Dom Bosco Catholic University can add value to production and are part of Inovisão group. An example of this is the project that records and analyzes the cattle-call time at the trough. With a camera, the

software passes to the producer if the animals are feeding as expected and if it detects a problem, the farmer has the means to fix it. It is also a way to test new feed and to see the acceptance of the flock.

"Today, there is much talk in agriculture and precision livestock. What researchers seek are new processes and equipment to help improve productivity even more by introducing new information and ways to effectively utilize this information for decision-making, taking into account potential economic, social and environmental impacts for the region", explains the Dean of research and Graduate UCDB, Dr. Hemerson Pistori,

leader of the research group. Doctoral student in Environmental Sciences and Agricultural Sustainability Vanessa Aparecida de Moraes Weber working on the project and details: "The main objective is to identify the time when the cattle are in the trough to allow selecting the best feeding strategies. The trough can identify time requirements regarding the size of the space, which may be lower than necessary and will not allow access to all animals. The meal time tells a lot about the acceptance of food and in the management of the property, it is very interesting to know the exact time to supply automatically, which can reduce spending

on fuel and labor for a zookeeper go check food balance or supplement the trough to pasture", she explained.

Vanessa also commented on the applicability of the project: "collaborate in the cost reduction effect and improve the quality production of cattle, aiming at the sustainability of the activity through the widespread use of technology in rural areas also means contributing to environmental sustainability, which directly benefits the mato grosso do sul and Brazilian society". The work is done in partnership with Embrapa Beef Cattle and with financial support from CNPq and Capes.





## KNOW MORE:



Computer vision is an area of knowledge that proposes solutions using systems based on the understanding of information from images. These images can be obtained from instruments and sensors, such as cameras, smart phones, webcams, security cameras, camcorders, drones, among others.

### FINGERLINGS

In the Fingerlings project, in partnership with the Pacu Project, a machine capable of ‘counting’ fish and facilitate the work that was previously done manually was designed. Also with the use of computer vision, the machinery processes the image of the fingerlings that pass through a certain part of the tank and comes-to a cash.

“This is another example of how the university and applied research can generate knowledge for producers and improve production systems. Today, several employees are meant to manually count the fish. With the new system, it will be done automatically, optimizing the workforce,” detailed Hemerson Pistori.

For the entrepreneur Simon Luiz Brum, from the Pacu Project, the results are promising. “There are similar equipment in

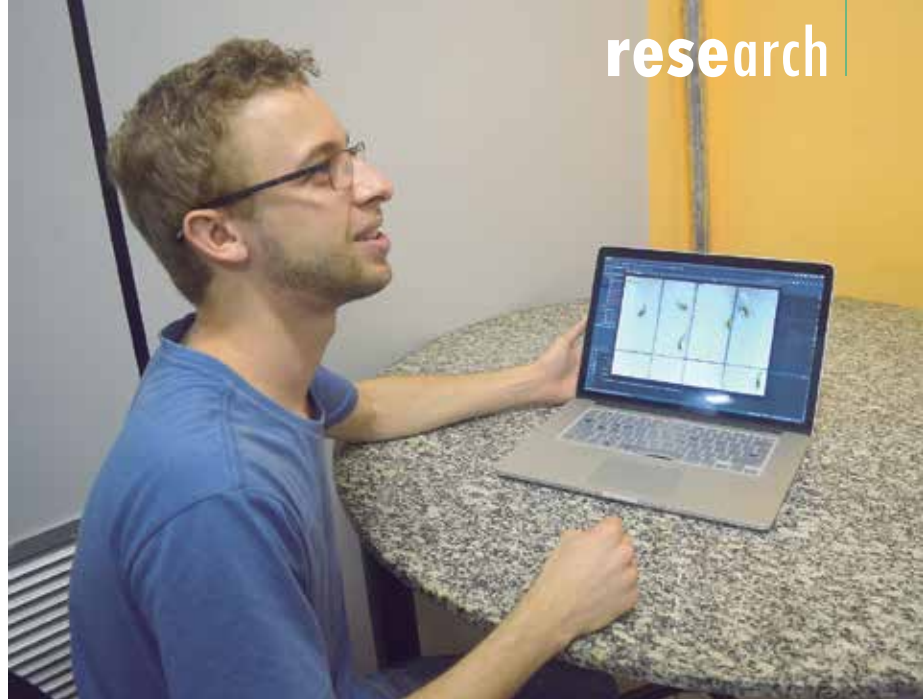
the international market, but they are very expensive. We sought UCDB last year to be partners which has worked. We can come to a more viable product economically, with the same quality, and it is a win-win for everyone”, said the businessman, citing the graduation projects, master’s and doctoral degrees that may arise from the research.

Computer Engineering student Peter Lucas Albuquerque works in software development. “We are finishing the first version, working to making the software do the counting and measuring weight of fingerlings”, he said. Besides him, a graduate student, a doctoral student and a high school student research solutions together for different types of inherent challenges in the creation of high-tech equipment.

### SOY

The use of drones for image capture occurs in VantAgro Project, which seeks to anticipate some events and gain time in the production of a crop. The research is divided into three components: evaluation of pests, diseases and weeds in soybeans.

Flying over the soya plantations, unmanned aerial vehicles (UAVs) are a series of images which are then processed and provide information to agronomists. Researchers analyze, for example, damages caused by caterpillars in the foliage and classification of insects that are



Computer Engineering Student Pedro Lucas Albuquerque

attacking the plantation.

“During the harvest of 2014/2015, we followed a soybean experimental plantation at Fazenda São José and captured images using two UAVs. The captured images were segmented and it was possible to build two banks of images. The experiment was repeated with soybeans in the crop of 2015/2016, using an experimental design. In this experiment, in addition to collecting images for targeting and later composition of a new stock more robust images, there was the assessment of the severity of the pathologies observed in planting using a diagrammatic scale, and this information must certify the

results obtained with the program computer. The new stock images is in training, and new experiments are being conducted with the software”, detailed the doctoral student, Gercina Gonçalves, the Doctorate in Environmental Sciences and Sustainability of Agriculture of UCDB.

The project is a partnership between UCDB, Federal University of Mato Grosso do Sul (UFMS), Embrapa Agropecuária Oeste, Aprosoja, PSG Vant, Acrux Aerospace Technologies, MS Foundation, Above, with financial support from Fundect, Capes and CNPq, involving several students from high school to the doctorate.

## EVENT

From 9 to 11 November, UCDB hosts the XII Computer Vision Workshop and will receive researchers from around the country, also and especially international guests. Researcher Professor Dr. Carrick Detweiler from the University of Nebraska-Lincoln, a great expert in the application of drones to environmental and agricultural problems, is attending and will be one of the speakers at the event. short courses and paper presentations are planned. Registration is open until November 2, and more information can be obtained at <http://wvc2016.weebly.com/>.



keeper of fingerlings is tested at farm school



# Academic Project for digital forensic identification of fly larvae is awarded at national event

*Scientific research work won Uriel Franco Rocha (Entomology) award, for the unprecedented digital applicability in Brazil*

GILMAR HERNANDES

Biometric and molecular identification of insect larvae found in bodies provides important clues to estimate the postmortem interval (PMI) and to identify murder victim and whether the corpse was removed from the crime scene, and it is part of Scientific Initiation project (Pibic) of the student Lucas Rodrigues de Lima, of the 8th semester of Biological Sciences, awarded at the XIX Brazilian Veterinary Parasitology Congress in Belém (PA).

To assist in identifying necrofágicas larvae, a biometric software using computer vision was developed based on morphological characteristics of the larvae.

The project is to bring speed and accuracy from the data.

“They are the larvae in the murder victim, they look and try to identify the stage where it is. They can estimate the time that the body is decomposing from the kind and size. With this application, we will also know if the body was removed from the place”, says the student.

The study also includes the participation of professor, Dra. Elisei Carina de Oliveira (project leader), advisor, Hemerson Pistori (Dean of Research and Graduate Studies), Dr. Wednei Rodolfo de Oliveira, Dr. Ludovico Migliolo, doctoral student Ariadne Barbosa Gonçalves, the collaboration

of Dr. Wilson Koller, from the Embrapa Gado de Corte, and the students of Biological Sciences/ Pibic Daniela Lopes and Keren Shirano.

## RESEARCH

Lucas says it was encouraged by doctoral student Ariadne Barbosa Gonçalves, who at the time was still doing her masters. “I already studied with software for pollen identification and used the computer to try to automate the identification of larvae, and Lucas saw the opportunity to develop the research project”, recalls the PhD student.

For the experiment, the student says that larvae were found in pigs that, after collection, were

taken to the Bio health laboratory of UCDB for the species visualisation microscope with camera, through a biometric software, using computer vision, which makes the reading to learn the stage of larva and species which can be saved in a database for other situations.

“Even experts have difficulty in driving skill work because they lose a lot of time with it. So, we needed this automation to make the process faster, both for the data to be used in expertise, and to taxonomists and entomologists”, celebrates.

In two years of study, the student remained 15 days without break to research the field, in all seasons. “This research is important to all areas that require the identification of larvae as they are necessary since it also causes injury to animals, and increasingly agribusiness is expanding in the state and country”, said the leading professor of the project, Dra. Carina Elisei Oliveira.

To patent the research project, the procedure is needed to be done other times to prove the efficiency of the equipment. The award was a showcase to show the general public all this unprecedented result in the country. “The intention is that this research will become a project, as most larvae capture capturing occurs worldwide, so that software can be applied on the planet. This work also brought another vision of Entomology”.

## KNOW MORE :

Entomology is the study of insects in all its aspects and relations to man, plants, animals and the environment. The word comes from the union of two Greek roots, entomon (insect) and logos (study) and has been used since Aristotle to designate “study of insects”.

(Fonte: wikipedia)





# Saberes em Acao extends the participation of academics

*In this year's edition, students and professors from other institutions may also follow the discussions on teaching, research and extension*

SILVIA TADA

With more than 900 works presented in various forms, the III Congress of Education and Research of the Don Bosco Catholic University continues with open enrollment. The event takes place 26 and 27 October, with extensive programming, including talk with historian Leandro Karnal, at the opening ceremony on 26.

Mobilizing academic undergraduate and graduate students, teachers, employees and also it is opened to members of other universities, this will be the largest edition of Saberes em Acao. "The number already surprises us. We had hundreds of entries for oral presentations, banners, products displays and workshops. Participation has been very good and it consolidates Saberes em Acao as an important event in UCDB, gathering graduation, research and extension", said one of the conference organizer, the Pro-Rector of Extension and

Community Affairs, Dra. Luciane Pinho de Almeida.

Such a big event like Saberes, which, in the first edition brought together 6,700 people, reaching 7.5000 on Monday, has the collaboration of many people, which help organize and are voluntary in two days of activities. "For those who participate, either as academic, either as a volunteer, is a personal enrichment, an opportunity to share knowledge and also expand the network", said the developer Nadson Soares de Oliveira, Department of Technology and Information.

"The Knowledge is great because it shows what is best in our academy and also why it relies on the work of many employees who believe in the project."

For the professor Eloir Trindade Vasques Vieira, the coordinator of Accounting Course of Virtual UCDB, part of Knowledge is a very important experience for all students. "We made a wide dissemination among students of distance education, and the

response was very positive, with many wanting to join. It is a way for them to integrate and show what they are producing". To participate in oral presentations, for example, students of virtual UCDB record videos that are aired in the classroom according to programming.

Doctoral student Flaviany Piccoli Fontoura speaks of the experience of participating as

an academic. "I attended the first two events and I consider the experience very important to disseminate the research being developed in the institution. It is an opportunity to know what fellow graduate, teachers and also graduation students are researching. For students, to have this experience of presenting papers and disclosure is always a stimulus", he said.

## PROGRAMMING

Entries must be made on the site [www.ucdb.br/saberesemacao](http://www.ucdb.br/saberesemacao). Accepted papers and the final program will be disclosed in the same email address, from the 12th of September. The event starts on 26 October with a lecture by Professor Leandro Karnal, PhD in Social History from the University of São Paulo (USP) and professor at the State University of Campinas (Unicamp). He will discuss "University: Ethics, Science and Society", the main theme of the event.

The next day, 27, simultaneous events will be held in three periods: roundtables, product exhibitions and undergraduate and graduate work, from scientific research projects, workshops, cultural attractions, stage show, among other settings. This year, one of the novelties is that the top five items of each area will be published, and the best complete works (oral communication and the dialogic gatherings) can be selected for UCDB's Publisher's periodic.

goldenjubilee

# Law Course promotes activities to celebrate 50 years

*Personalities were honored and students relied on mock jury and lectures*

GILMAR HERNANDES

Fifty years of the Law School of the Don Bosco Catholic University was celebrated with various activities, as a tribute to 50 Mato Grosso do Sul personalities, lecture and mock jury.

The Rector of UCDB Fr. Ricardo Carlos, reminded the implementation of the first class of the Law School of UCDB in March 1966 in the former Colleges United Catholic Mato Grosso (FUCMT): "We know the long history and know the fruits that the course gave the state, and we want to continue this performance, with all the values that are needed".

"All this celebration demonstrates our educational tradition, quality and strong commitment to the training of students and citizens", said the coordinator of the law school, Elaine Cleir Alexandre dos Santos.

Students participated in a mock jury, which was attended by Judge Sandra Artioli, and speeches with the professor at the Catholic University of São Paulo, Cássio Scarpinella Bueno, author of 21 books on Civil Procedure, and the federal judge Odilon de Oliveira. A plaque in honor of 50 years of law school was installed in the lobby of the block C courses.



Rector of UCDB Fr. Ricardo Carlos



Honorees



50 years Commemorative plaque



Federal Judge Odilon de Oliveira



Tribunal jury



In golden jubilee event

## WHY INTEGRATE IT'S NEEDED!

Imagine the following situation: You receive an invitation to an event and to attend on the day and fixed time, people you expected had an unexpected problem and you sat at the table, surrounded by several strangers who put on a smile, but this does not make you feel at ease. Result: the less time you were there, the better. It is thus also like this in organizations with a professional who has just arrived and did not go through

the integration process. For anyone who is part of the team, the company is a well known environment, but for those who start their activities everything is new, and its performance will depend on how it was received in the organization.

The basic objectives of the integration process and ambiance are to seek the best relationship between the employee and the company, in order to reduce the

fears and anxieties that are experienced when someone is admitted to a new job.

The work begins with the reception to the employee by the manager, developer adaptation to team work and understanding of the company culture in order to know the values, vision, mission, history, organizational structure, how to perform their work, quality of products and services, how to deal with customers and suppliers, in order to facilitate their adaptation. In this presentation, they are also informed standards and company procedures, and the benefits it offers.

The integration continues throughout the trial period, when

the manager will assess the adaptation process and employee performance in the organization, through the evaluations of these period. Feeling integrated into the working environment is therefore essential to good professional practice.

**"What we are is God's gift; what we become is our gift to Him"**

(Don Bosco)

**Edna Luiza Machiavelli**  
Development Area  
Human and Institutional



# Professions Show help future scholars to define areas of interest

*Exhibition visitors 'To no curso' takes part in the game and have the opportunity to talk to UCDB professors*

SILVIA TADA

The end of the year approaches and who is completing the 3rd year of high school asks him/herself: which degree course to choose? In a playful way, Dom Bosco Catholic University proposes a play for students to define their areas of interest and, thus, can choose which way forward in their careers with ease.

"Tô no curso" is the theme of the professions show that takes place on 23, 24 and 25 September, in the event area of the Norte Sul Shopping Plaza, from 10h to 22h. In the proposed game, participants go through phases, answer some questions regarding the skills to reach the area that demonstrates greater aptitude.

"Many students arrive at this

time of year with questions about which career to choose. Our idea is that he participates in the game in a very quiet way, he thinks about what he likes best and chooses at least the area which is identified, it can be Health, Biological, Agricultural, Communication, among many others", said the Marketing supervisor of UCDB, Natalli Meneguetti Idalgo.

## CONVERSATIONS

During the exhibition, teachers and coordinators of the Catholic graduation courses will be available for students to talk and take questions about the profession. Learn about the areas of expertise, day-to-day of professional and the labor market also to help the future student to choose the best way.

Supervision of the game was made by Psychology course members of UCDB and those youths who are interested in learning more deeply about the professional future can choose to do a survey on vocational School Clinic of the institution.

## POSTGRADUATE

In addition to undergraduate courses, UCDB also offers Lato Sensu postgraduate courses on campus and distance, essential for those who want to leverage their professional careers. Information on the Master's and doctoral programs of the Catholic will also be available: Biotechnology, Local Development, Environmental Sciences and Sustainable Agriculture, Education and Psychology.



**MOSTRA DE PROFISSÕES UCDB 2016**

**Seu caminho é você que faz!**

PROFESSIONS SHOW / TO NO CURSO

Norte Sul Shopping Plaza  
Ernesto Geisel Avenue, 2300 - Jockey Club  
Friday and Saturday from 10h to 22h  
Sunday: from 11h to 21h

## Event discusses implementation of the Biological Control Plan for Mato Grosso do Sul

SILVIA TADA

The introduction of transgenic seeds in Brazilian agriculture occurred in the late 1990s as an alternative to avoid the attack of diseases and pests to crops. Past decades however, farmers are concerned about the increasing resistance of animals and seek other means to maintain

the plantation without the use of insecticides. In this respect, biological control is identified with one of the options and a usage policy in Mato Grosso do Sul will be discussed at an event to be held on 13 and 14 September, in Campo Grande (MS).

The "I Workshop on biological control of pests and diseases that affect agriculture in the

state of Mato Grosso do Sul" is performed by the Don Bosco Catholic University, Embrapa Beef Cattle and MS Foundation, with support from Famasul and Fundect. According to one of the organizers of the event, Professor Dr. Ruy de Araujo Caldas, it is very important to adopt a policy on the subject. "Producers have sought the state government asking for technological help to reduce the effect of pests and diseases in agriculture. So we gathered the researchers of the whole country who will present experiences and information on viability and success in techniques. This information will give us subsidies for the

elaboration of the State Plan of MS Biological Control", he explained.

Registration is open and can be made by site <http://hidra.cnpqc.embrapa.br/wcb2016>. The event will be held in the auditorium of Famasul (Marcino dos Santos street, 401, Bairro Chacara Cachoeira II), open to researchers of master's and doctoral programs in the area (Agricultural and Environmental Sciences, Biotechnology, Biology, among others). phytosanitary demands of soybeans, corn, cotton, sugarcane, planted forests and also zoofitossanitárias livestock will be discussed.



## University is receiving applications for the UCDB Challenge

*Entries can be made online*

GILMAR HERNANDES

Don Bosco Catholic University is receiving applications for the 9th edition of UCDB Challenge, which offers scholarships for undergraduate courses in 2017 to high school students from public and private school, pre-university preparatory courses and partner entities (Federation of Industries of Mato Grosso do Sul, Commercial and Industrial Association of Campo Grande and the Military Police). Entries can be made by site [www.desafio.ucdb.br](http://www.desafio.ucdb.br) by 5 of October. The project is carried out annually by the

Relationships Area (SeR) and aims to stimulate the search for knowledge, contemplating with scholarship candidates studies who obtain the best results in evaluation. 100% scholarship will be offered to the participating schools who obtain 50 to 100 participants. While the schools with more than 100 participants will be offered two scholarships, a 100% and 50%. Third-year high school students, or preparatory courses with number of registered less than 50 participants, will do the exam at UCDB of Tamandaré campus and compete for 100%, 70% and 50% scholarships only

between schools which did not form poles. For the entries of ACICG and PMMS with 50 to 100 participants, 100% scholarship will be offered. For over 100 participants, 100% scholarship to the first place and, for the second 80%. As for the UCDB-FIEMS category for 50 to 100 participants enrolled, a scholarship of 100% and 50% will be offered. For over 100 participants, a 100%, 80% and 60% scholarship will be offered. For less than 50 subscribers, UCDB reserves the right not consider applicants with scholarships. A swum in the accredited schools, on October 22, 2016, if schools meet the minimum number of 50 students enrolled if otherwise, the achievement will be the next day (23), in UCDB on the campus of Tamandaré, along with all other participating partners. The results will be released on November 4 in the UCDB site. More information can be obtained by [www.desafio.ucdb.br](http://www.desafio.ucdb.br) or by calling 3312-3399.

## XIV PPGE UCDB RESEARCH SEMINAR

**Date:** 20 and 21 September, 2016  
**Hours:** 7:30 am to 11 am  
**Location:** Room 01 Library  
**Registration:** [www.ucdb.br/eventos](http://www.ucdb.br/eventos)  
**More information:** [heitor.medeiros@ucdb.br](mailto:heitor.medeiros@ucdb.br) or (67) 3312-3584

## VETERINARY MEDICINE ACADEMIC WEEK

**Date:** 26 to 30 September 2016  
**Time:** from 8h to 17h **Location:** Don Bosco Amphitheater - Block A  
**Registration:** [www.ucdb.br/eventos](http://www.ucdb.br/eventos)  
**More information:** [paulabiovet@ucdb.br](mailto:paulabiovet@ucdb.br) or (67) 3312-3688

## 54 YEARS OF EDUCATION AND PEDAGOGY

**Date:** 13 to 15 September 2016  
**Time:** from 19h to 22h30  
**Location:** Fr Adolfo Angel Sanchez y Sanchez Amphitheatre - Library  
**Registration:** [www.ucdb.br/eventos](http://www.ucdb.br/eventos)  
**More information:** [let@ucdb.br](mailto:let@ucdb.br) or (67) 3312-3421

## INTERNSHIP VACANCIES

**Early Childhood Education Center (CEI):** 03 (three) vacancies (Pedagogy and Education)  
**Student assistance:** 03 (three) vacancies (Social Service)  
**Veterinary Hospital (HOVET):** 05 (five) vacancies (Veterinary Medicine)  
**Extension projects:** two (02) positions (Administration)  
**More information:** SIMA - 3312-3348