

Makenai-Zou for Mutual Support



What is "Makenai-zou"??

Makenai-zou is a cute elephant-shaped hanging towel made by the affected persons of the earthquakes & other natural disasters in Japan. The project of making this towel is started in 1997 by HISAICHI NGO KYODO CENTER to create income and motivation of life for the affected people of the Great Hanshin-Awaji Earthquake in 1995. Some Makenai-Zou makers say, "I can forget bad things while making it." Some also say, "I am happy to hear that my Makenai-zou brought smiles for a person who bought it. Now I have a role". It also helps preventing people from being isolated in temporary houses. Later Makenai-zou relayed from Kobe to Niigata which was also hit by Niigata-Chuetsu Earthquake in 2004 and other places hit by disasters. Makenai-Zou connect one disaster-hit area to another with feeling of mutual support.

"Makenai-Zou" means "We'll never give-up" in Japanese, with "Zou" as suffix to add strong intention. Also, since the word "Zou" as noun means "Elephant", this is a kind of wordplay. That's how this elephant-shaped towel is named. You can call it "Never-Give-Up Elephant" in English that would cheer up people and give them power to step forward.

You can buy one "Makenai-zou" for 400 yen, and 100 yen out of it is to be paid to the person who actually made it. Removing the actual cost of materials and transportation, the rest amount is 50 yen. It is accumulated and used to support the recovery progresses of the victims of East Japan Great Earthquake.

We also collect new towels for Makenai-zou, calling it "One Towel Movement". You can be of assistance by donating new and clean towels. Colors and patterns are welcome. Please contact us for further information.

Voices from Makenai-zou Makers in East Japan



“Although we have been suffering from bad memories of Tsunami since March 11, we are able to forget about it while making Makenai-zou together.” “I’ve never used a needle and thread before, but now I can make it! This is my treasure.” “I’m looking forward to sending this Makenai-zou to my grandchild in Ibaraki Pref.”
(March 27 in Ohtsuchi-cho, Iwate Prefecture)



“We have nothing to do but sleeping after dinner here at evacuation center. But making Makenai-zou has given us so much fun in our boring daily life!” “This is the first time for me to be tired nicely since the earthquake happened ☺, because we have had no work to do after we evacuated from our hometown Fukushima.”
(April 29 in Yonezawa City, Yamagata Prefecture)



“Wow, the ears of my Makenai-zou are a little too big!” “I could not make the nose of Makenai-zou straight. Is that because my character is not straight?! “ ☺ ☺
“My Makenai-zou has become too big !!”
(April 16 in Kanuma City, Tochigi Prefecture)

To order Makenai-zou, please contact us.

HISAICHI NGO KYODO CENTER

TEL: +81-78-574-0701 FAX: +81-78-574-0702 E-mail: ngo@pure.ne.jp

URL: <http://www.pure.ne.jp/~ngo/>

ADDRESS: 2-1-10 Nakamichi Dori Hyogo-ku, Kobe City, 652-0801, Japan

- We bear the mailing cost within Japan, in case you order more than 10 Makenai-zou. (Actual cost will be charged for any international delivery.)
- Please note that Makenai-zou for sale now would include ones made by the sufferers in Kobe, Niigata and supporters in Western part of Hyogo Pref., who have been making it for years and are willing to cooperate with the Makenai-zou activities in East Japan.